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DETERMINANTS OF ORGANIC FOOD PURCHASE
BEHAVIOR OF CONSUMERS IN BANGLADESH

KHANDOKER MAHMUDUR RAHMAN



DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
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**DETERMINANTS OF ORGANIC FOOD PURCHASE BEHAVIOR
OF CONSUMERS IN BANGLADESH**

By

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UUM
Universiti Utara Malaysia

**Thesis Submitted to the
Othman Yeop Abdullah Graduate School of Business,
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In Fulfillment of the Requirements for the Degree of Doctor of Philosophy**



Kolej Perniagaan
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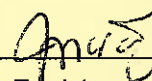
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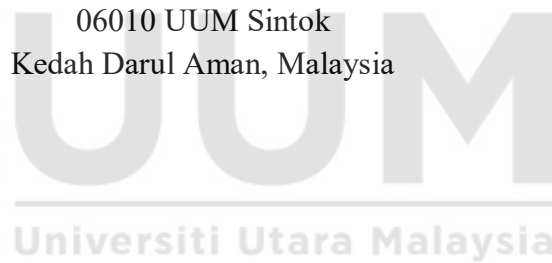
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ABSTRACT

Organic food market has experienced steady growth throughout the world over the last decade. It is expected that a double-digit growth could be sustained in the foreseeable future. However, for developing countries specifically, including Bangladesh, the growth opportunities may not be fully realized unless the emerging challenges are addressed. Some of these challenges are credibility, availability and low level of consumers' adoption on such foods. It appears that understanding behavioral issues related to organic foods may highlight some important directions towards addressing these emerging challenges. Therefore, this study is conducted to explore the determinants of organic food purchase behavior and to explain the magnitude of influences of such determinants on purchase behavior in Bangladesh. Based on a systematic review of literature, a research framework was developed from Integrated Behavior Model which was originally proposed by Montano and Kasprzyk. The causal model was empirically tested by using partial least-square structural equation modeling. The survey is comprised of 416 usable samples, collected from organic food buyers in Bangladesh. Results suggest that the model fit is significant and adequate. All antecedents of intention appear to be significant, except perceived behavioral control. Emotional and environmental attitudes share are contributing factors to attitude construct. Intention, along with habit, is found to have significant impact on purchase behavior. Trust is found to have significant moderating impact on the relationship between intention and behavior. However, moderating effect of situational constraints in the intention-behavior relationship is not existent. In addition to the theoretical implications, a number of managerial implications are observed. Managers need to enhance consumers' trust on various stakeholders, reduce situational constraints and project environmental benefits to consumers. Overall, the study is expected to confer value to future organic food researchers and managers.

Keywords: organic foods, purchase behavior, trust, situational constraints, affective attitude.

ABSTRAK

Pasaran makanan organik telah menyaksikan pertumbuhan yang stabil di seluruh dunia sepanjang dekad yang lalu. Pertumbuhan dua digit dijangka akan dapat bertahan pada masa hadapan. Walau bagaimanapun, bagi negara-negara membangun termasuk Bangladesh, peluang-peluang pertumbuhan mungkin tidak dapat direalisasikan sepenuhnya melainkan cabaran yang muncul dapat ditangani. Kredibiliti, ketersediaan dan tahap penerimaan yang rendah oleh pengguna terhadap makanan tersebut adalah antara cabaran utama yang dihadapi. Memahami isu-isu tingkah laku yang berkaitan dengan makanan organik boleh mengetengahkan beberapa arah penting bagi menangani cabaran-cabaran baharu yang muncul. Oleh itu, kajian semasa dijalankan untuk meneroka penentu tingkah laku pembelian makanan organik dan menjelaskan betapa besarnya pengaruh penentu-penentu tersebut pada tingkah laku pembelian di Bangladesh. Berdasarkan literatur kajian yang sistematik, satu rangka kerja penyelidikan daripada Model Tingkah Laku Bersepadu yang pada asalnya dicadangkan oleh Montano dan Kasprzyk telah dibangunkan. Model sebab dan akibat telah diuji secara empirikal dengan menggunakan pemodelan persamaan separa berstruktur terkecil. Kaji selidik terdiri daripada 416 sampel yang boleh digunakan, dikumpulkan daripada pembeli makanan organik di Bangladesh. Keputusan mencadangkan bahawa ketetapan model adalah signifikan dan mencukupi. Kesemua penentu kepada niat adalah signifikan, kecuali tanggapan kawalan tingkah laku. Sikap emosi dan persekitaran merupakan faktor penyumbang kepada pembinaan sikap. Niat, berserta dengan tabiat, didapati mempunyai kesan yang besar ke atas tingkah laku pembelian. Kepercayaan didapati mempunyai kesan pengantara yang signifikan ke atas hubungan antara niat dan tingkah laku. Walau bagaimanapun, kesan pengantaraan kekangan situasi dalam hubungan niat-tingkah laku tidak wujud. Selain implikasi teori, beberapa implikasi pengurusan turut dicerap. Pengurus perlu meningkatkan kepercayaan pengguna terhadap pelbagai pihak berkepentingan, mengurangkan kekangan situasi dan menonjolkan faedah alam sekitar kepada pengguna. Secara keseluruhan, kajian itu dijangka memberikan nilai kepada penyelidik dan pengurus makanan organik pada masa hadapan.

Kata kunci: makanan organik, tingkah laku pembelian, kepercayaan, kekangan situasi, sikap afektif.

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LIST OF ABBREVIATIONS

Abbreviations	Description
AVE	Average Variance Extracted
CB-SEM	Covariance-based SEM
CMV	Common Method Variance
CR	Composite Reliability
FDA	Food and Drug Administration
GM	Genetically Modified
IBM	Integrated Behavior Model
NGO	Non-Government Organization
PBC	Perceived Behavioral Control
PLS	Partial least-square
SEM	Structural equation modeling
SRMR	Standardized Root Mean-square Residual
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
VB-SEM	Variance-based SEM
VIF	Variance Inflation Factor

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Global warming and climate change have been an important concern for governments, private sector organizations, academia and the general public all over the world since the problem emerged at a global scale (*Global Risks*, 2014; Turner, 2008; Nisbet & Myers, 2007). Apart from ecological and social effects of global warming and environmental degradation, there would be a considerable impact of the same on businesses and consumers as well. For example, at one hand, consumers are becoming more aware of the environmental impact of industrialization and preferring eco-friendly goods and services, e.g., energy from renewable sources, organic foods etc. (Spence, 2010; Thøgersen, 2012); on the other hand, producers are trying to adopt more environmentally friendly processes and make products that appeal to eco-conscious customers (Thøgersen, 2011; Delmas & Grant, 2010; Averdung & Wagenfuehrer, 2011). These developments have set the perfect breeding ground for eco-friendly products. Particularly in the food sector, the organic food has become a prominent green product category that has been showing steady growth over the last decade. According to a report by Soil Association (2013), there are strong indications that global demand for eco-friendly products, particularly demand for organic foods is increasing due to rising awareness of eco-consumers.

At the same time, on the supply side, more and more cultivable lands are gradually coming under eco-friendly farming practices. Government and regulatory bodies are also facilitating this growth by formulating and enforcing regulatory measures like

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APPENDIX A: Study Questionnaire (English Version)

Determinants of Organic Food Purchase Behavior of Consumers in Bangladesh

Dear respondent:

Thank you for your time and effort in completing this survey. Your contribution is highly appreciated.

I am a doctoral student at the Universiti Utara Malaysia in Othman Yeop Abdullah Graduate School of Business, undertaking a study on “Determinants of Organic Food Purchase Behavior of Consumers in Bangladesh”. The purpose of this study is to get your opinions about certain aspects of organic food purchase practices from your viewpoint as a consumer. There is no correct or wrong answer to any question. The information you provide in this study will be treated as **strictly confidential** and **completely anonymous**. Filled-in questionnaire does not contain any possibility of personal identification.

This questionnaire may take about 10-15 minutes to complete. Please respond to every question and record your thoughts immediately on each statement.

Thanks for your cooperation!

Khandoker Mahmudur Rahman

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Instruction:

It is important that you answer all the questions. Your approximate answer is far more useful than an incomplete response. Please **place tick (✓) mark on the number in each box below** that you think accurate in relation to each question.

Gender:Male Female **Age:**18-25 years 26-35 years 36-45 years 46-55 years 56-65 years over 65 years **Monthly Household Income (Taka):**Below 25,000 26,000-35,000 36,000-45,000 46,000-55,000 56,000-65,000 over 65,000 **Highest Education:**Primary Secondary Higher Secondary Bachelor Master/PhD **No. of Children (tick):**None Below 15 year's old 1 / 2 / 3Above 15 year's old 1 / 2 / 3

Marital Status: (please tick one)

Married / Single

Please tick only one of the following as applicable to you:

(tick only one below)

	I never heard of this kind of organic food before	I heard of this kind of organic food before, but never bought any yet	I heard of this kind of organic food and bought before
Organic Rice	<input type="text"/>	<input type="text"/>	<input type="text"/>
Organic Vegetables	<input type="text"/>	<input type="text"/>	<input type="text"/>
Organic Tea (KK tea)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Organic meat/others	<input type="text"/>	<input type="text"/>	<input type="text"/>

Question no.	Statements					
1.	<p>How frequent are you in purchasing organic food?</p> <p>(1) Never <input type="text"/></p> <p>(2) Less than 10 times a year <input type="text"/></p> <p>(3) Once every month <input type="text"/></p> <p>(4) Once every week <input type="text"/></p> <p>(5) Twice or More every week <input type="text"/></p>					
2.	How would you rate your average spending on organic foods per month?	Not much	Low	Moderate	Much	A lot
3.	What is the approximate proportion of organic foods to total amount of foods that you purchase per month?	Less than 25%	About 25%	About 50%	About 75%	75-100%
4.	In purchasing organic food, how much I am willing to pay more than conventional foods	Less than 20%	21-40%	41-60%	61-80%	Above 80%
5.	I purchase organic food even though they are more expensive than alternative conventional foods					

Please indicate your agreement on the boxes to the right of each of the statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6.	I would be glad to purchase more organic food in future	(1)	(2)	(3)	(4)	(5)
7.	Over the next month, I expect to buy organic foods	(1)	(2)	(3)	(4)	(5)
8.	Over the next month, I want to buy organic foods	(1)	(2)	(3)	(4)	(5)
9.	Over the next month, I intend to buy organic foods.	(1)	(2)	(3)	(4)	(5)
10.	Given the chance, I intend to switch to organic foods	(1)	(2)	(3)	(4)	(5)
11.	Over the next month, I am very likely to buy organic foods	(1)	(2)	(3)	(4)	(5)
12.	I intend to recommend others to buy organic foods	(1)	(2)	(3)	(4)	(5)
13.	I buy organic foods as a part of my routine.	(1)	(2)	(3)	(4)	(5)
14.	Buying organic foods is something that I do automatically while shopping.	(1)	(2)	(3)	(4)	(5)
15.	Buying organic foods is something that I do not have to consciously remember while shopping.	(1)	(2)	(3)	(4)	(5)

Please indicate your agreement on the boxes to the right of each of the statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
16.	Buying organic food is something that I do not have to think hard before buying	(1)	(2)	(3)	(4)	(5)
17.	I trust that all stores selling organic foods are genuine about the organic nature of their products	(1)	(2)	(3)	(4)	(5)
18. (R)	I do not trust that local farmers of organic foods are truly practicing organic farming	(1)	(2)	(3)	(4)	(5)
19.	I trust the organic declaration on all the stores' shelves or packages	(1)	(2)	(3)	(4)	(5)
20.	I am confident that the government is doing enough to check the claim of these organic stores	(1)	(2)	(3)	(4)	(5)
21. (R)	I do not trust the organic foods that are sold as claiming organic	(1)	(2)	(3)	(4)	(5)
22.	I trust organic foods only from my favorite retailer(s)	(1)	(2)	(3)	(4)	(5)
23.	I often cannot buy as planned since my favorite organic food is not always available	(1)	(2)	(3)	(4)	(5)
24.	I often avoid buying organic food because of high price	(1)	(2)	(3)	(4)	(5)

Please indicate your agreement on the boxes to the right of each of the statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
25. (R)	I usually buy more when go for shopping for organic foods with family or friends	(1)	(2)	(3)	(4)	(5)
26.	I often cannot buy organic foods because stores are far from home	(1)	(2)	(3)	(4)	(5)
27.	I think organic food is good for my health	(1)	(2)	(3)	(4)	(5)
28.	I think myself as health-conscious consumer	(1)	(2)	(3)	(4)	(5)
29.	I think organic food is good for my children's health	(1)	(2)	(3)	(4)	(5)
30. (R)	I believe organic foods are harmful for my health	(1)	(2)	(3)	(4)	(5)
31.	I think organic foods can prevent possible illness in future	(1)	(2)	(3)	(4)	(5)
32.	I think genuine organic food is beneficial	(1)	(2)	(3)	(4)	(5)
33.	I think it is wise to buy genuine organic food	(1)	(2)	(3)	(4)	(5)
34. (R)	I think organic foods are worthless	(1)	(2)	(3)	(4)	(5)
35.	I think organic foods are useful	(1)	(2)	(3)	(4)	(5)
36.	I think organic foods are safe	(1)	(2)	(3)	(4)	(5)

Please indicate your agreement on the boxes to the right of each of the statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
37	I feel pleased to buy genuine organic food					
38.	I feel annoyed of adulteration of conventional food	(1)	(2)	(3)	(4)	(5)
39.	I feel joy to consume organic food	(1)	(2)	(3)	(4)	(5)
40. (R)	I hate organic foods	(1)	(2)	(3)	(4)	(5)
41.	I feel excited to buy organic food					
42.	I think organic food will help improve the environment	(1)	(2)	(3)	(4)	(5)
43.	I think organic food will reduce the use of artificial chemicals in agriculture	(1)	(2)	(3)	(4)	(5)
44.	I think organic food will reduce the environmental pollution	(1)	(2)	(3)	(4)	(5)
45.	I think organic food will reduce the use of pesticide	(1)	(2)	(3)	(4)	(5)
46.	I think organic food will reduce soil pollution	(1)	(2)	(3)	(4)	(5)
47.	People who are important to me, would think that I should buy organic food instead of conventional food	(1)	(2)	(3)	(4)	(5)
48.	People who are important to me, would approve my decision to buy organic food	(1)	(2)	(3)	(4)	(5)
49.	I feel social pressure to buy organic foods	(1)	(2)	(3)	(4)	(5)

Please indicate your agreement on the boxes to the right of each of the statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
50. (R)	People who are important to me would be annoyed if I buy organic foods	(1)	(2)	(3)	(4)	(5)
51.	People who are important to me, would buy organic foods when they shop for foods	(1)	(2)	(3)	(4)	(5)
52.	People who are important to me, would prefer organic foods for themselves	(1)	(2)	(3)	(4)	(5)
53.	People who are important to me would prefer organic food when they go for food shopping	(1)	(2)	(3)	(4)	(5)
54. (R)	Even though people important to me recommend organic foods, they will not buy organic foods when they go for food shopping	(1)	(2)	(3)	(4)	(5)
55.	It is entirely up to me whether I want to buy organic food or not	(1)	(2)	(3)	(4)	(5)
56.	I have full control on my decision whether I want to buy organic food or not	(1)	(2)	(3)	(4)	(5)
57.	I am independent to decide whether I would buy organic food or not	(1)	(2)	(3)	(4)	(5)
58.	If I wanted to, I could easily buy organic foods	(1)	(2)	(3)	(4)	(5)
59.	It is extremely easy for me to buy organic foods	(1)	(2)	(3)	(4)	(5)
60.	Buying organic food is not difficult for me at all	(1)	(2)	(3)	(4)	(5)

APPENDIX B: Study Questionnaire (Bangla Version)

জরিপ প্রশ্নপত্র

Determinants of Organic Food Purchase Behavior of Consumers in Bangladesh

“বাংলাদেশের অর্গানিক খাদ্যের ভোক্তাদের ক্রয় আচরণের নিয়ামক বিশ্লেষণ”

সম্মানিত উত্তরদাতা:

এই জরিপে অংশ নেয়ার জন্য আপনাকে আন্তরিক ধন্যবাদ জানাচ্ছি। আপনার মতামত ভবিষ্যত প্রজন্মের জন্য একটি সুন্দর খাদ্য ব্যবস্থা প্রণয়নে আমাদের দিক নির্দেশনা দেবে।

আমি একজন পি.এইচ.ডি. ছাত্র হিসেবে ইউনিভার্সিটি উত্তরা, মালয়শিয়া তে অধ্যয়নরত আছি, যেখানে আমি বাংলাদেশের অর্গানিক খাদ্যের ক্রেতা জরিপ করছি। এই জরিপের মাধ্যমে অর্গানিক খাদ্যের ক্রেতা হিসেবে আপনার চাহিদা এবং ক্রয়সংক্রান্ত বিভিন্ন বিষয়ে মূল্যবান মতামত দিয়ে আমাদের সহযোগিতা করার জন্য অনুরোধ করছি। এই জরিপের প্রশ্নগুলোর উত্তর (টিক চিনহ) নিতান্ত আপনার মতামতভিত্তিক, তাই প্রশ্নগুলোর কোনো সঠিক বা ভুল উত্তর নেই। আপনার উত্তরগুলো সম্পূর্ণ বেনামী এবং ব্যক্তিগতভাবে চিহ্নিত নয়, তাই পরিচয়ের গোপনীয়তা নিশ্চিত করা হয়েছে।

এই জরিপটি সম্পন্ন করতে অনুগ্রহ করে কোনো প্রশ্ন বাদ দেবেন না। আপনার মতামত অনুযায়ী টিক চিনহ দিন। এবং জরিপ শেষে একটি কলম উপহার নিন!

আপনার মূল্যবান সময়ের জন্য ধন্যবাদ!

খন্দকার মাহমুদুর রহমান

পি,এইচ,ডি ছাত্র

ইউনিভার্সিটি উত্তরা মালয়শিয়া

পরামর্শ:

অনুগ্রহ করে কোনো প্রশ্ন বাদ দেবেন না। প্রয়োজনে আনুমানিক/আপনার মতের কাছাকাছি উত্তর গ্রহণযোগ্য।
অনুগ্রহ করে খালি বাস্তবে আপনার মতামত/কাছাকাছি উত্তর অনুযায়ী টিক চিহ্ন দিন।

লিঙ্গ :

পুরুষ

বয়স :

পরিবারের মাসিক আয়
(স্বামী ও স্ত্রীর আয় সহ)

মহিলা

১৮-২৫ বছর

২৫,০০০ টাকার নিচে

২৬-৩৫ বছর

২৬,০০০-৩৫,০০০ টাকা

৩৬-৪৫ বছর

৩৬,০০০-৪৫,০০০ টাকা

৪৬-৫৫ বছর

৪৬,০০০-৫৫,০০০ টাকা

৫৬-৬৫ বছর

৫৬,০০০-৬৫,০০০ টাকা

৬৫ বছরের উপরে

৬৫,০০০ টাকার উপরে

সর্বোচ্চ শিক্ষাগত স্তর:

প্রাইমারি স্কুল

এসএসসি

এইচ.এস.সি.

অনার্স/ডিগ্রী

মাস্টার/ডক্টরেট

বয়স ভিত্তিক সন্তান সংখ্যা:

কোনো সন্তান নেই

বৈবাহিক অবস্থা:(Please tick)

Married / Single

১৫ বছরের নীচে কতজন

১ জন

২ জন

৩ জন

১৫ বছরের উপরে কতজন

১ জন

২ জন

৩ জন

নীচে খাবারের ক্ষেত্রে প্রযোজ্য ঘরে টিক দিন:

	আগে কখনো শুনিনি	এ সম্পর্কে আগে শুনেছি, কিন্তু কখনো কেনা হয়নি	এ ধরনের খাবার কেনা/খাওয়া হয়েছে
অর্গানিক চা			
অর্গানিক শাক-সবজি			
অর্গানিক চা (KK Tea)			
অর্গানিক মাংস/অন্যান্য খাবার			

ক্র.সং.	বিবরণ					
১.	<p>অতীতে আপনি আনুমানিক কতবার অর্গানিক খাবার কিনেছেন? (নিচের বর্ণনা দেখুন)</p> <p>(১) কখনই কেনা হয়নি <input type="text"/></p> <p>(২) বছরে ১০ বারের কম কেনা হয়েছে <input type="text"/></p> <p>(৩) মাসে একবার কেনা হয়েছে <input type="text"/></p> <p>(৪) সপ্তাহে একবার কেনা হয়েছে <input type="text"/></p> <p>(৫) সপ্তাহে দুইবার বা তার বেশি কেনা হয়েছে <input type="text"/></p>					
২.	প্রতি মাসে অর্গানিক খাদ্যের পেছনে আপনার খরচকে আপনি কিভাবে বর্ণনা করবেন?	খুবই কম	কম	মোটামুটি/ মাঝারি	বেশি খরচ	অনেক খরচ
৩.	প্রতি মাসে আপনার কেনা সর্বমোট খাদ্যদ্রব্যের আনুমানিক কত শতাংশ অর্গানিক খাদ্য?	অর্গানিক খাদ্য ২৫% এর কম	প্রায় ২৫%	প্রায় ৫০%	প্রায় ৭৫%	৭৫-১০০%
৪.	অর্গানিক খাদ্য কেনার সময় প্রচলিত খাদ্যদ্রব্যের তুলনায় আপনি কতটুকু বেশি দাম দিতে প্রস্তুত?	২০% এর কম	২১-৪০%	৪১-৬০%	৬১-৮০%	৮০% এর উপরে
৫.	অর্গানিক খাদ্যের দাম তুলনামূলকভাবে বেশি হলেও আমি কিনি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৬.	আমি ভবিষ্যতে অর্গানিক খাদ্য আগ্রহ নিয়ে কিনতে চাই	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত

৭.	আগামী মাসে আমি অর্গানিক খাদ্য কিনব বলে আশা করি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৮.	আগামী মাসে আমি অর্গানিক খাদ্য কিনতে চাই	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৯.	আগামী মাসে আমার অর্গানিক খাদ্য কেনার ইচ্ছা আছে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১০.	সুযোগ পেলে আমি সম্পূর্ণরূপে অর্গানিক খাবারে নির্ভরশীল হতে চাই	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১১.	আগামী মাসে আমার অর্গানিক খাবার কেনার উজ্জ্বল সম্ভাবনা আছে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১২.	অর্গানিক খাদ্য কেনার জন্য আমি অন্যদের উত্সাহিত করতে চাই	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১৩.	অর্গানিক খাদ্য কেনা আমার জন্য একটি রুটিনমাসিক কাজ	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১৪.	বাজার করার সময় অর্গানিক খাদ্য কেনা আমার জন্য একটি স্বভাবসুলভ সিদ্ধান্ত	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১৫.	আগে থেকে মনে না থাকলেও অথবা বাজারের লিস্টে না থাকলেও বাজার করার সময় আমি সহজাতভাবেই অর্গানিক খাবারের আইটেম কিনে থাকি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১৬.	অর্গানিক খাদ্য কেনার আগে আমার গভীরভাবে চিন্তার প্রয়োজন হয় না, বরং অনেকটা দ্রুত ও অভ্যাসবশত কিনে থাকি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত

১৭	আমার দৃঢ় বিশ্বাস যে যারা “অর্গানিক খাদ্য” বলে বিক্রি করছে, তাদের সব অর্গানিক খাদ্যগুলো সত্যিই তাই	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১৮.	আমার মনে হয় অর্গানিক খাদ্যের চাষীরা অর্গানিক খাদ্য চাষের ক্ষেত্রে অর্গানিক চাষাবাদের সঠিক নিয়ম-কানন ও পদ্ধতি মেনে চলেন না	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
১৯.	আমি বিশ্বাস করি যে অর্গানিক খাদ্য বিক্রেতাদের দোকানে বা প্যাকেজে “অর্গানিক খাদ্য” দাবি করে যা লেখা থাকে, তা পুরোপুরি সত্য	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২০.	আমি নিশ্চিত যে এই দোকানগুলোর অর্গানিক খাবারের পরীক্ষা বা যাচাই করার ক্ষেত্রে সরকারের কর্মকান্ড পর্যাপ্ত	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২১.	অর্গানিক খাবার দাবি করে বাজারে যা বিক্রি হয়, তার উপর আমার বিশ্বাস নেই	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২২.	শুধুমাত্র নির্দিষ্ট কিছু পছন্দের দোকান থেকে আমি অর্গানিক খাবার কিনে থাকি, কারণ তাদের উপর আমার আস্থা আছে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২৩.	আমি অনেক সময় চাইলেও পর্যাপ্ত পরিমাণ কিনতে পারিনা কারণ আমার পছন্দের অর্গানিক খাবার সবসময় পাওয়া যায় না	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২৪.	দাম বেশি হওয়ার কারণে অনেক সময় অর্গানিক খাদ্য এড়িয়ে চলি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত

২৫.	সাধারণত বন্ধু-বান্ধব বা পরিবার পরিজনের সাথে বাজারে গেলে কেনার সময় বেশি পরিমাণে অর্গানিক খাদ্য কেনা হয়ে থাকে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২৬.	অনেক সময় অর্গানিক খাদ্য কেনা সম্ভব হয় না কারণ বাসা থেকে দোকান দূরে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২৭.	আমার মনে হয় অর্গানিক খাদ্য স্বাস্থ্যের জন্য ভালো	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২৮.	আমি নিজেকে একজন স্বাস্থ্য সচেতন ক্রেতা বলে মনে করি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
২৯.	আমি মনে করি অর্গানিক খাদ্য বাস্তাদের জন্য ভালো	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩০.	আমি মনে করি অর্গানিক খাদ্য আমার স্বাস্থ্যের জন্য ক্ষতিকর	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩১.	আমি মনে করি সত্যিকার অর্গানিক খাদ্য ভবিষ্যত রোগ- ব্যাদি থেকে দূরে থাকতে সাহায্য করবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩২.	আমার মনে হয় সত্যিকার অর্গানিক খাদ্য উপকারী	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩৩.	আমার মনে হয় সত্যিকার অর্গানিক খাদ্য কেনা বুদ্ধিমানের কাজ	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩৪.	আমি মনে করি অর্গানিক খাদ্য কোনো কাজের না	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত

৩৫.	আমি মনে করি সত্যিকার অর্গানিক খাদ্যের উপকারিতা আছে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩৬.	আমি মনে করি সত্যিকার অর্গানিক খাদ্য নিরাপদ	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩৭.	অর্গানিক খাদ্য কিনলে আমি খুশি হই	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩৮.	বাজারে ভেজাল খাবারের বিষয়ে আমি বিরক্ত	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৩৯.	অর্গানিক খাদ্য খেতে আমি আনন্দ অনুভব করি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪০.	আমি অর্গানিক খাদ্য ঘূনা করি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪১.	অর্গানিক খাদ্য কিনে আমি খুবই উত্ফুল্ল হই	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪২.	আমি মনে করি অর্গানিক খাদ্য পরিবেশের উন্নয়নে সাহায্য করবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪৩.	আমি মনে করি অর্গানিক খাদ্যব্যবস্থা কৃষিতে কৃত্রিম ক্যামিকেলের ব্যবহার কমিয়ে আনবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪৪.	আমি মনে করি অর্গানিক খাদ্যব্যবস্থা পরিবেশ দূষণ কমাতে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪৫.	আমি মনে করি অর্গানিক খাদ্যব্যবস্থা কৃষিতে কীটনাশকের ব্যবহার কমিয়ে আনবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪৬.	আমি মনে করি অর্গানিক খাদ্যব্যবস্থা মাটিতে দূষণ কমাতে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত

৪৭.	বন্ধু-বান্ধব বা আত্মীয়-স্বজন যারা আমার কাছে গুরুত্বপূর্ণ, তারা মনে করতে পারে যে আমার প্রচলিত খাবারের পরিবর্তে অর্গানিক খাবার কেনা উচিত	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪৮.	বন্ধু-বান্ধব বা আত্মীয়-স্বজন যারা আমার কাছে গুরুত্বপূর্ণ, তারা আমার অর্গানিক খাদ্য কেনা সমর্থন করবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৪৯.	অর্গানিক খাদ্য কেনার জন্য আমি পারিবারিক বা সামাজিক চাপ অনুভব করি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫০.	বন্ধু-বান্ধব বা আত্মীয়-স্বজন যারা আমার কাছে গুরুত্বপূর্ণ, আমার অর্গানিক খাদ্য কেনার সিদ্ধান্তে তারা বিরক্ত হবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫১.	বন্ধু-বান্ধব বা আত্মীয়-স্বজন যারা আমার কাছে গুরুত্বপূর্ণ, তারা নিজেরা খাবার কেনার সময় অর্গানিক খাবার বেছে নিবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫২.	বন্ধু-বান্ধব বা আত্মীয়-স্বজন যারা আমার কাছে গুরুত্বপূর্ণ, তারা নিজেদের জন্য অর্গানিক খাবার পছন্দ করবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫৩.	বন্ধু-বান্ধব বা আত্মীয়-স্বজন যারা আমার কাছে গুরুত্বপূর্ণ, তারা নিজেরা বাজার করার সময় অর্গানিক খাদ্যকে প্রাধান্য দেবে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫৪.	আমার ধারণা, যদিও বন্ধু-বান্ধব বা আত্মীয়-স্বজন অর্গানিক খাদ্য কিনতে পরামর্শ দিতে পারে, কিন্তু নিজেরা কেনার সময় অর্গানিক খাদ্য কিনবে না	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত

৫৫.	অর্গানিক খাদ্য আমি কিনব বা কিনব না, তা পুরোটাই নির্ভর করে আমার ইচ্ছার উপর	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫৬.	অর্গানিক খাদ্য কেনার সিদ্ধান্ত সম্পূর্ণ আমার নিয়ন্ত্রণে	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫৭.	অর্গানিক খাদ্য কেনার সিদ্ধান্ত আমি সম্পূর্ণ স্বাধীনভাবে নিতে পারি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫৮.	আমি চাইলে সহজেই অর্গানিক খাদ্য কিনতে পারি	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৫৯.	অর্গানিক খাদ্য কেনা আমার জন্য খুবই সোজা	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত
৬০.	অর্গানিক খাদ্য কেনা আমার জন্য মোটেও কঠিন নয়	কোনভাবেই একমত নই	একমত নই	কোনো মত নেই	একমত	সম্পূর্ণ একমত

আপনার মতামত এবং সময় দেয়ার জন্য ধন্যবাদ।

APPENDIX C: List of Stores Selling Organic Foods in Bangladesh

1. Swapno: 59 branches
2. Meena Bazar: 17 branches
3. Agora: 14 branches
4. Suborna: 03 branches
5. Mohammadpur Krishi Market: 14 outlets
6. Proshika: 01 outlet
7. Shashya Prabartana: 01 outlet
8. Southwest Gardens: 01 outlet

Total Number of Outlets: 110



APPENDIX D: Common Method Bias Check (PAF extraction)

Total Variance Explained						
Component	Initial Eigenvalues		Component	Extraction Sums of Squared Loadings		
	Total	% of Variance		Total	% of Variance	Component
1	9.005	15.009	15.009	8.540	14.233	14.233
2	4.717	7.862	22.871	4.295	7.159	21.392
3	3.377	5.628	28.499	2.870	4.784	26.176
4	2.610	4.349	32.848	2.118	3.530	29.705
5	2.470	4.117	36.965	1.989	3.316	33.021
6	2.306	3.844	40.809	1.870	3.116	36.137
7	2.173	3.622	44.431	1.767	2.945	39.082
8	1.811	3.019	47.450	1.351	2.252	41.334
9	1.638	2.729	50.179	1.136	1.894	43.227
10	1.473	2.455	52.634	1.016	1.694	44.921
11	1.327	2.212	54.846	.796	1.326	46.247
12	1.166	1.943	56.789	.667	1.112	47.359
13	1.057	1.762	58.551	.551	.918	48.277
14	1.044	1.740	60.291	.456	.760	49.037
15	1.017	1.695	61.987	.424	.707	49.744
16	.995	1.658	63.645			
17	.936	1.560	65.205			
18	.894	1.491	66.696			
19	.854	1.423	68.119			
20	.829	1.382	69.501			
21	.782	1.304	70.804			
22	.745	1.241	72.046			
23	.737	1.228	73.274			
24	.724	1.206	74.480			
25	.707	1.179	75.659			
26	.680	1.134	76.793			
27	.660	1.100	77.893			
28	.636	1.059	78.952			
29	.626	1.043	79.995			
30	.602	1.003	80.997			
31	.575	.958	81.955			
32	.559	.931	82.887			

Extraction Method: Principal Component Analysis

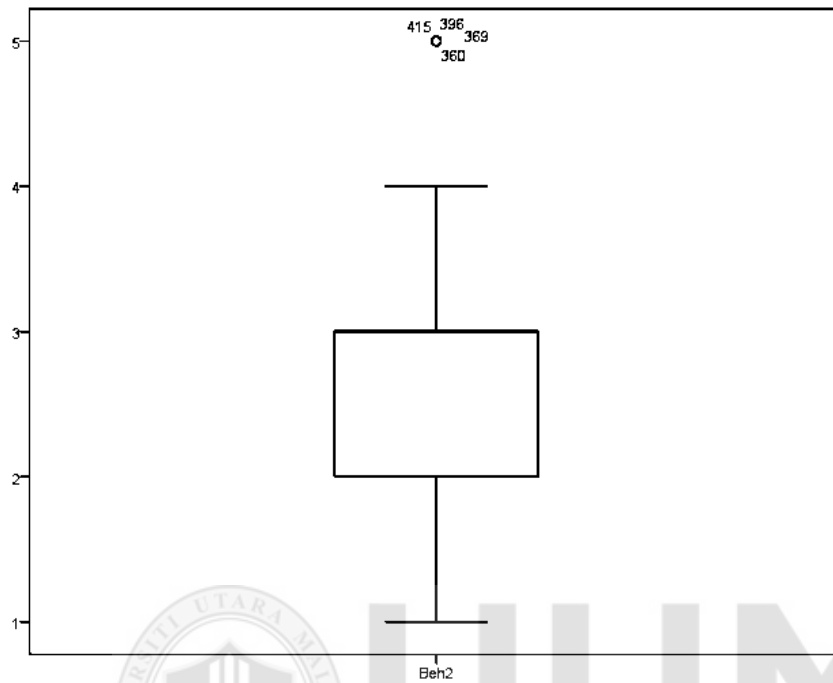
APPENDIX E: Estimation Maximization (EM) Values

Items	EM	Items	EM	Items	EM
Beh1	2.93	Att5_h	3.65	Gender	1.54
Beh2	2.74	Att6_cog	3.53	Age	2.89
Beh3	2.69	Att7_cog	3.54	Income	3.59
Beh4	2.27	Att8_cog	3.17	Education	3.82
Beh5	3.03	Att9_cog	3.46	Marital Status	1.67
Beh6	3.37	Att10_cog	3.43		
Int1	3.72	Att11_aff	3.36		
Int2	3.69	Att12_aff	3.77		
Int3	3.67	Att13_aff	3.74		
Int4	3.68	Att14_aff	3.45		
Int5	3.72	Att15_aff	3.71		
Int6	3.75	Att16_en	3.53		
Hab1	2.79	Att17_en	3.58		
Hab2	2.80	Att18_en	3.52		
Hab3	2.77	Att19_en	3.32		
Hab4	2.93	Att20_en	3.51		
Trust1	2.56	Sub1_inj	3.44		
Trust2	2.58	Sub2_inj	3.49		
Trust3	2.51	Sub3_inj	3.31		
Trust4	2.57	Sub4_inj	3.36		
Trust5	2.66	Sub5_des	3.39		
Trust6	2.66	Sub6_des	3.37		
Situ1	3.06	Sub7_des	3.45		
Situ2	3.13	Sub8_des	3.17		
Situ3	3.03	Pbc1	3.18		
Situ4	3.11	Pbc2	3.15		
Att1_h	3.61	Pbc3	3.10		
Att2_h	3.60	Pbc4	3.06		
Att3_h	3.66	Pbc5	3.11		
Att4_h	3.07	Pbc6	3.21		

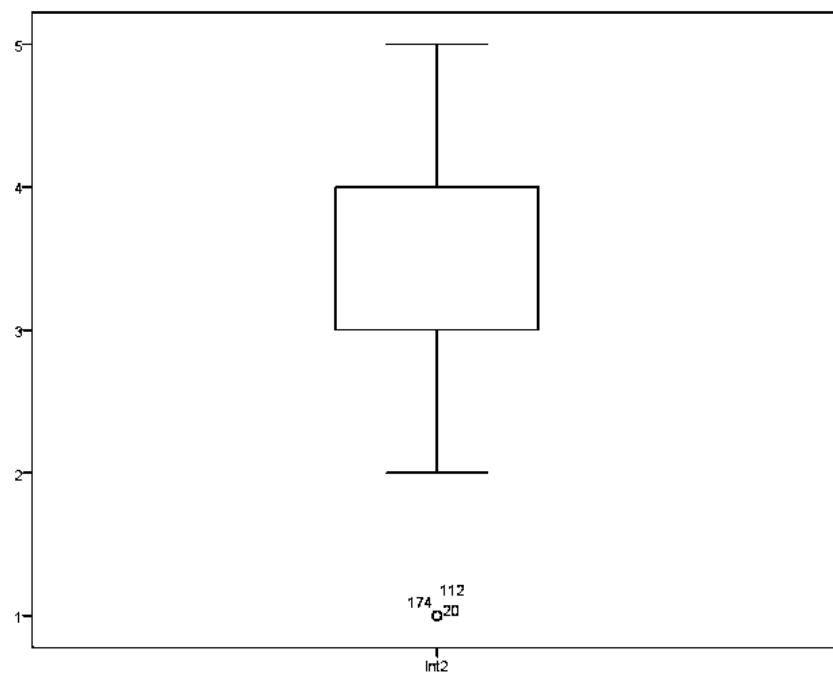
a. Little's MCAR test: Chi-Square = 747.397, DF = 822, Sig. = 0.970

APPENDIX F: Boxplots Indicating Potential Outliers

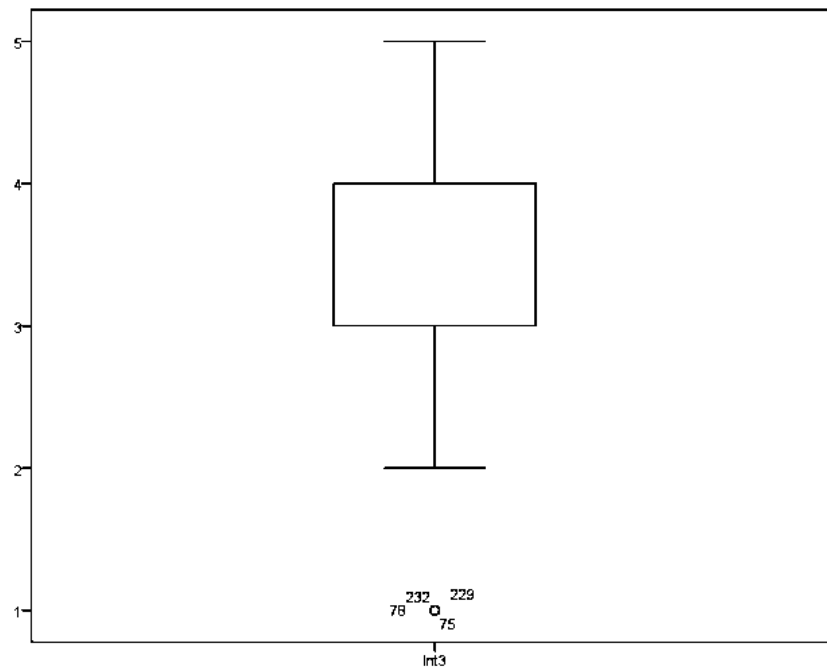
Indicator Variable: Beh2



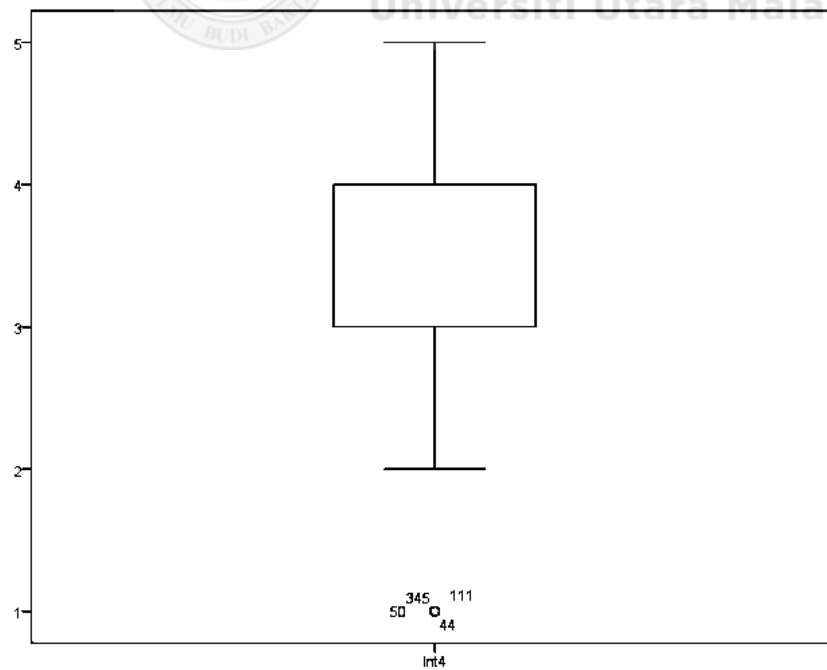
Indicator Variable: Int2



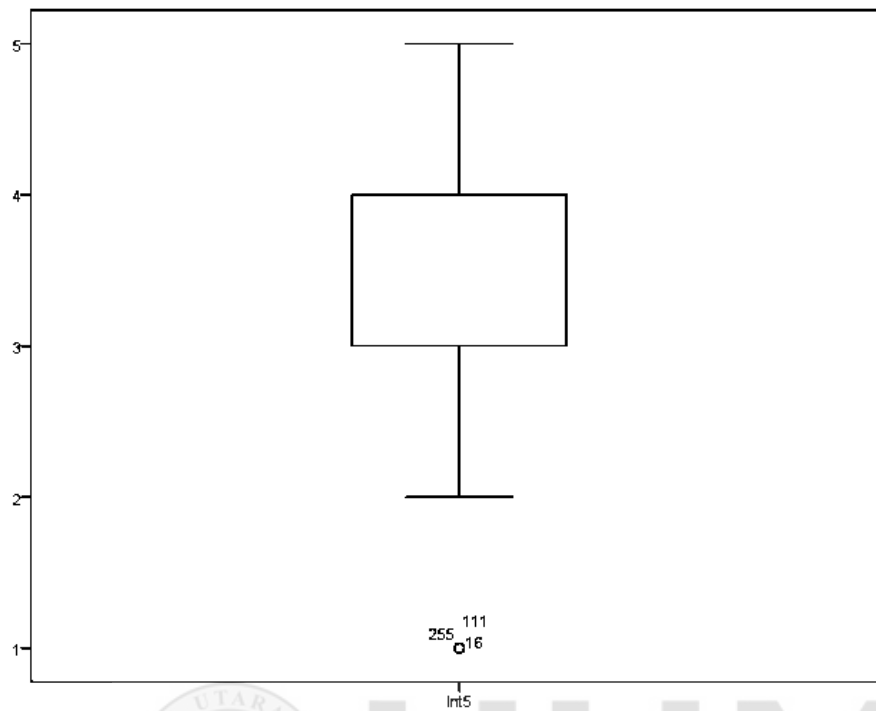
Indicator Variable: Int3



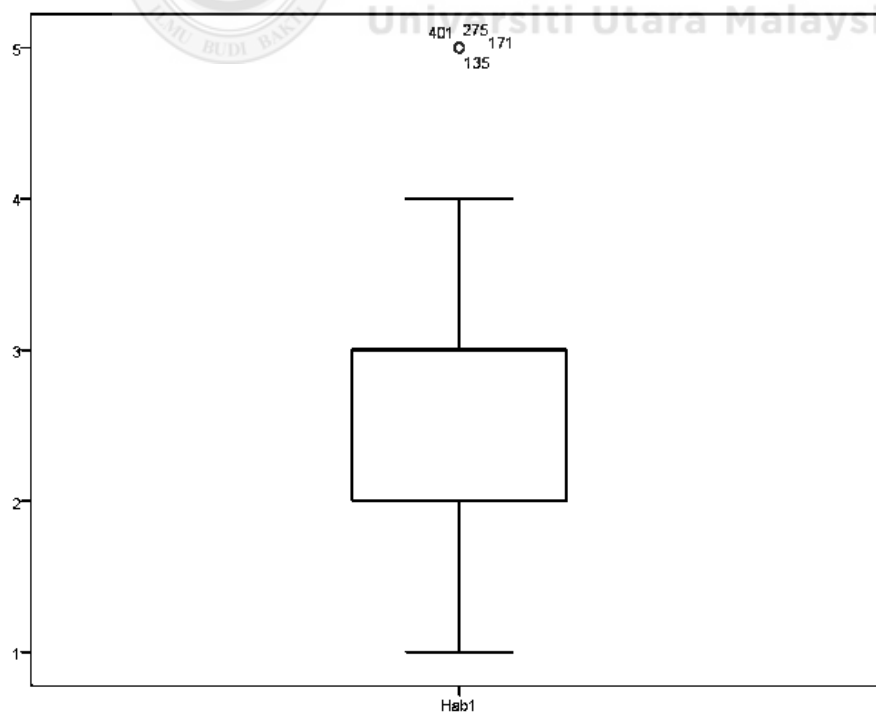
Indicator Variable: Int4



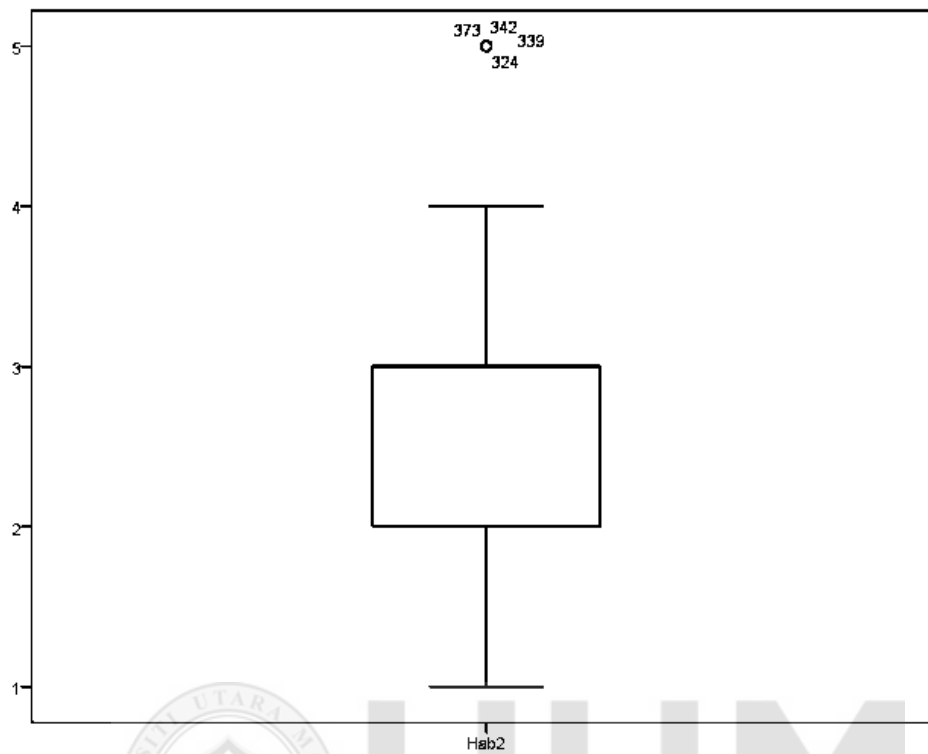
Indicator Variable: Int5



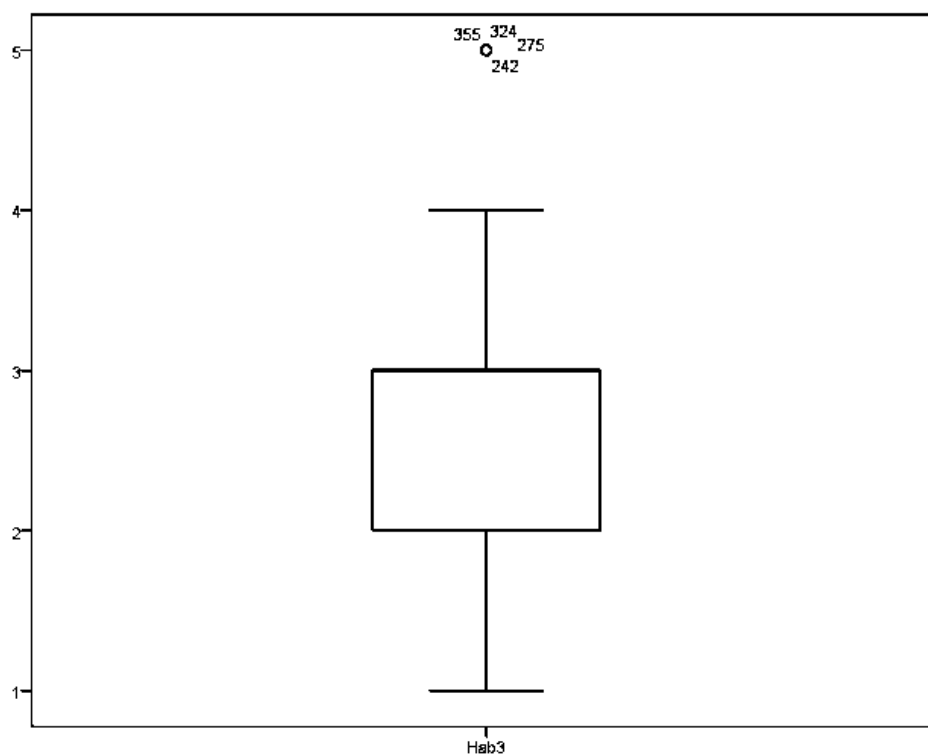
Indicator Variable: Hab1



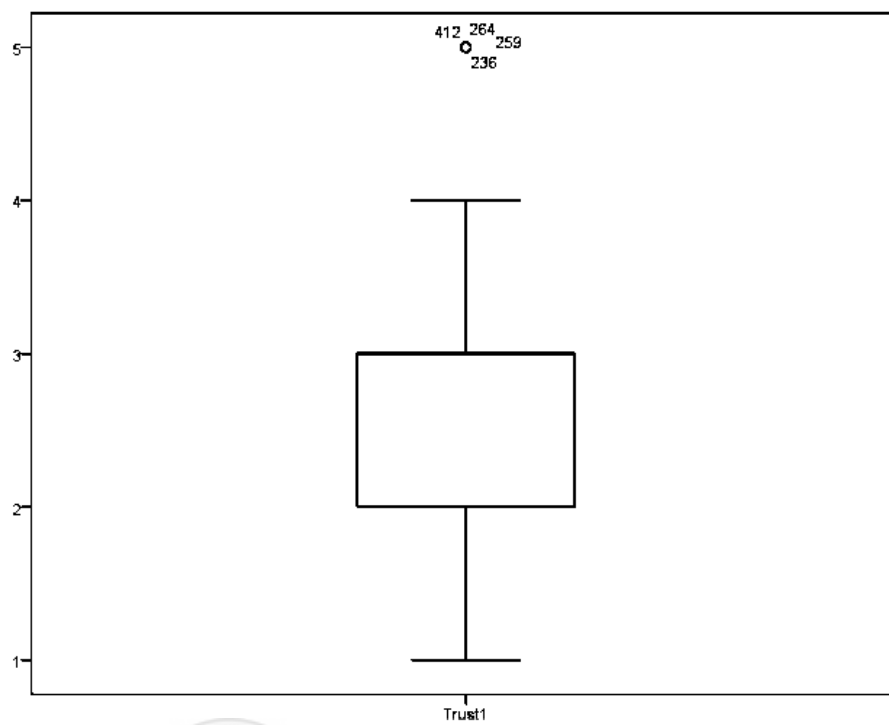
Indicator Variable: Hab2



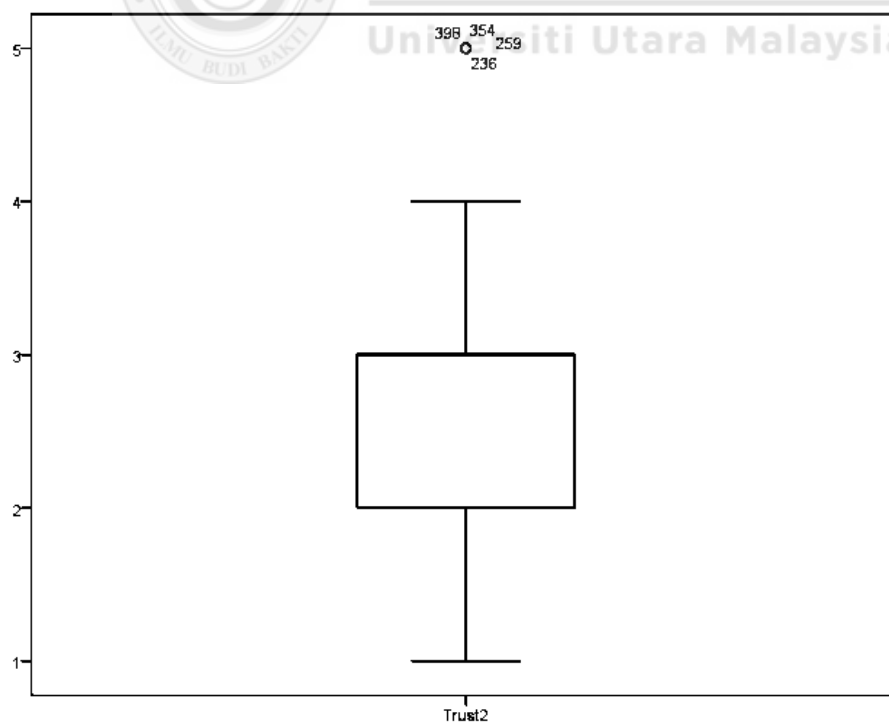
Indicator Variable: Hab3



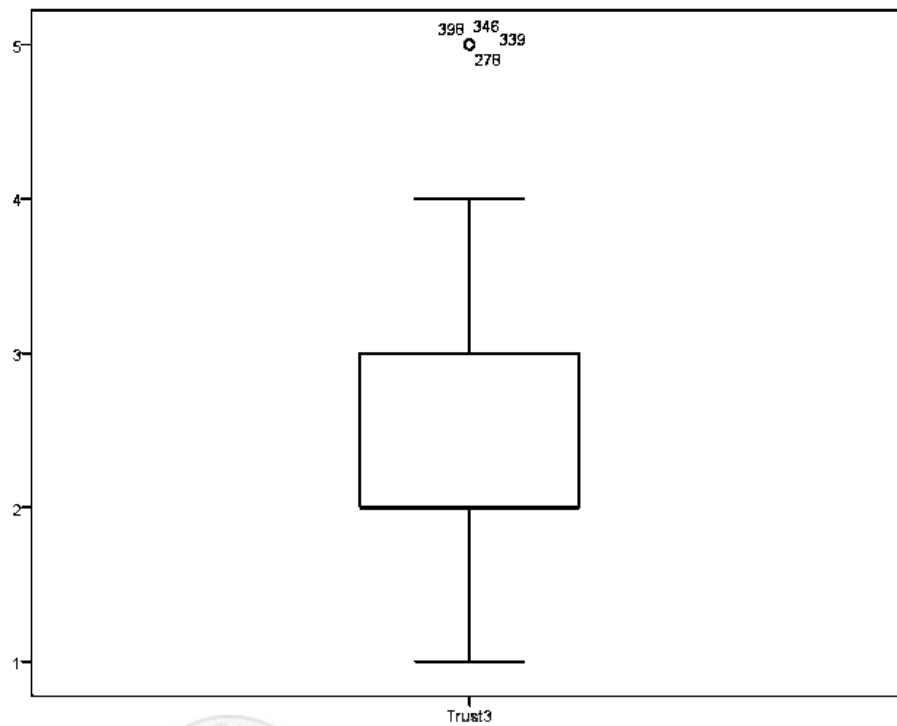
Indicator Variable: Trust1



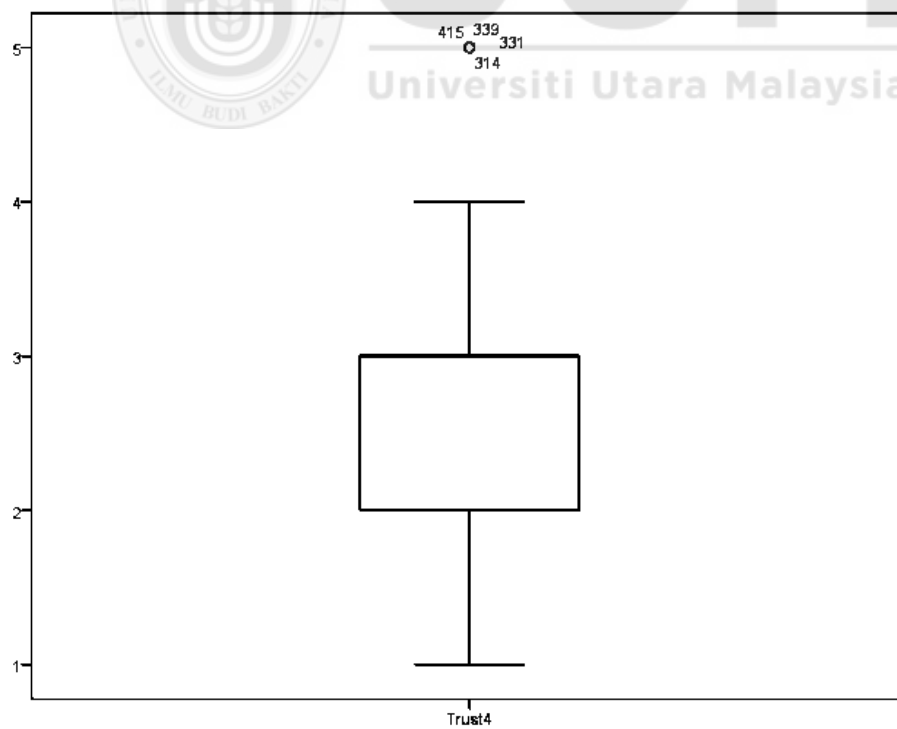
Indicator Variable: Trust2



Indicator Variable: Trust3



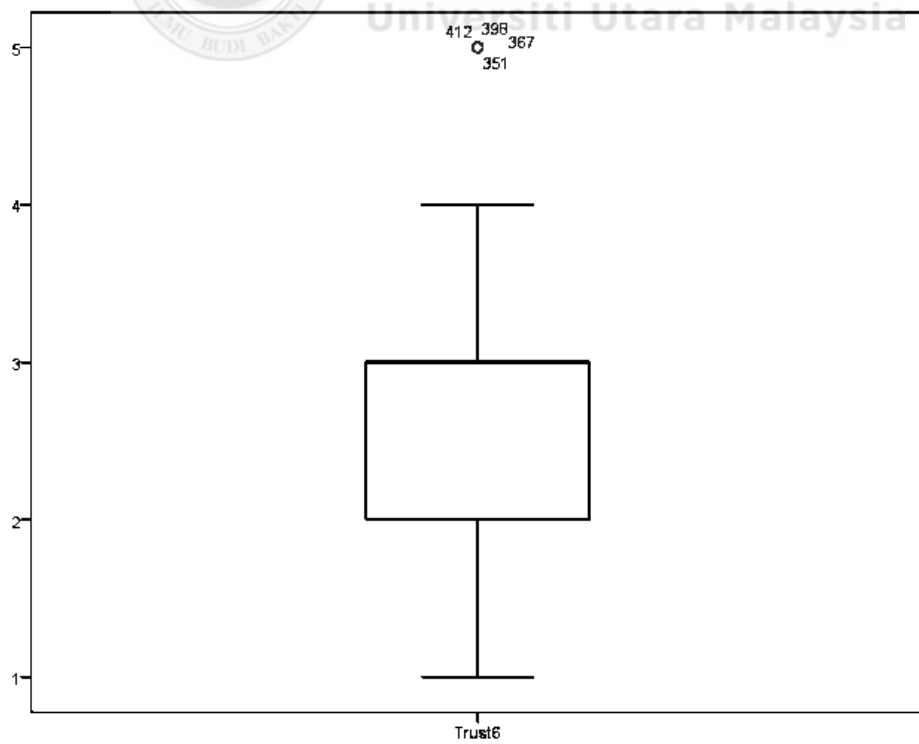
Indicator Variable: Trust4



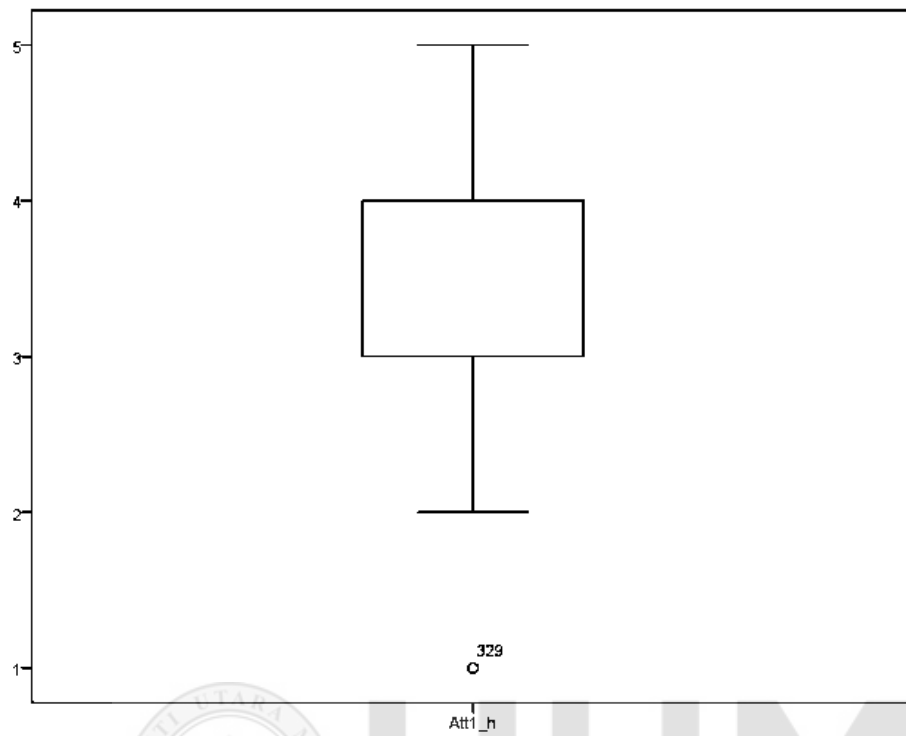
Indicator Variable: Trust5



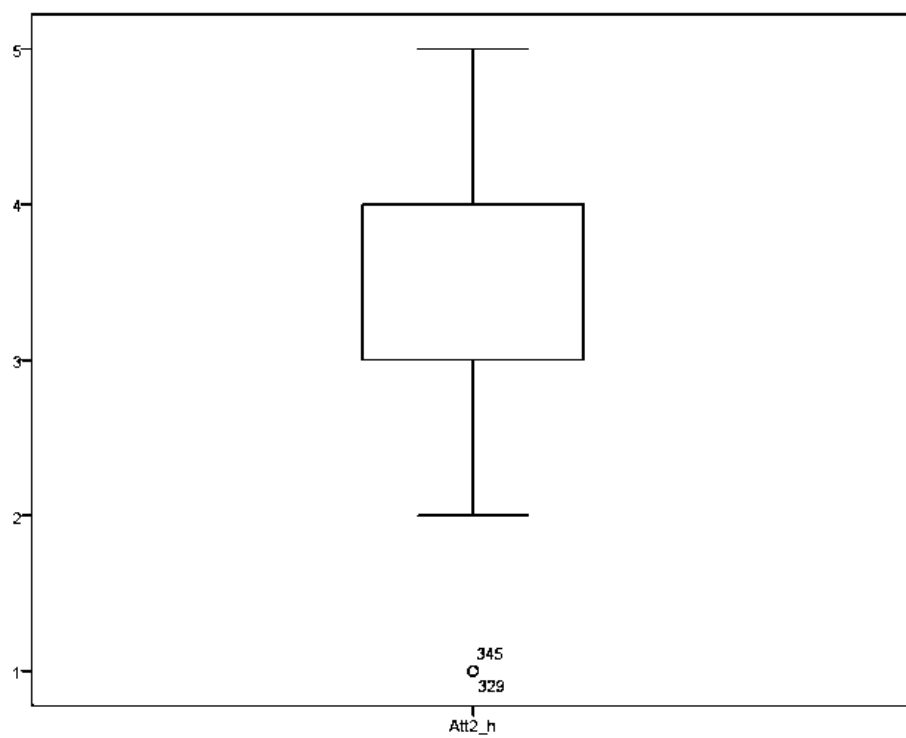
Indicator Variable: Trust6



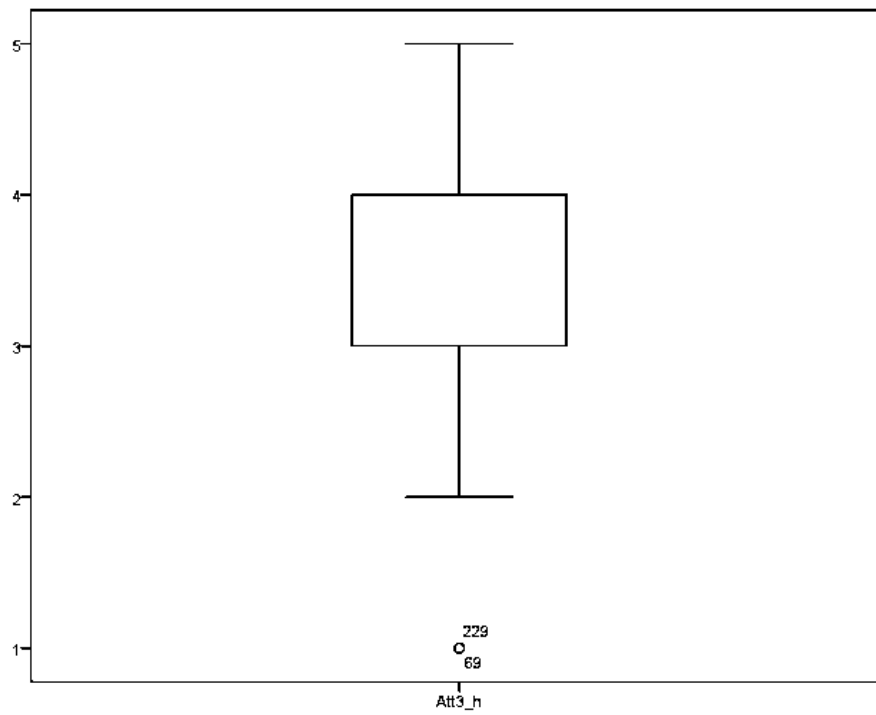
Indicator Variable: Att1_h



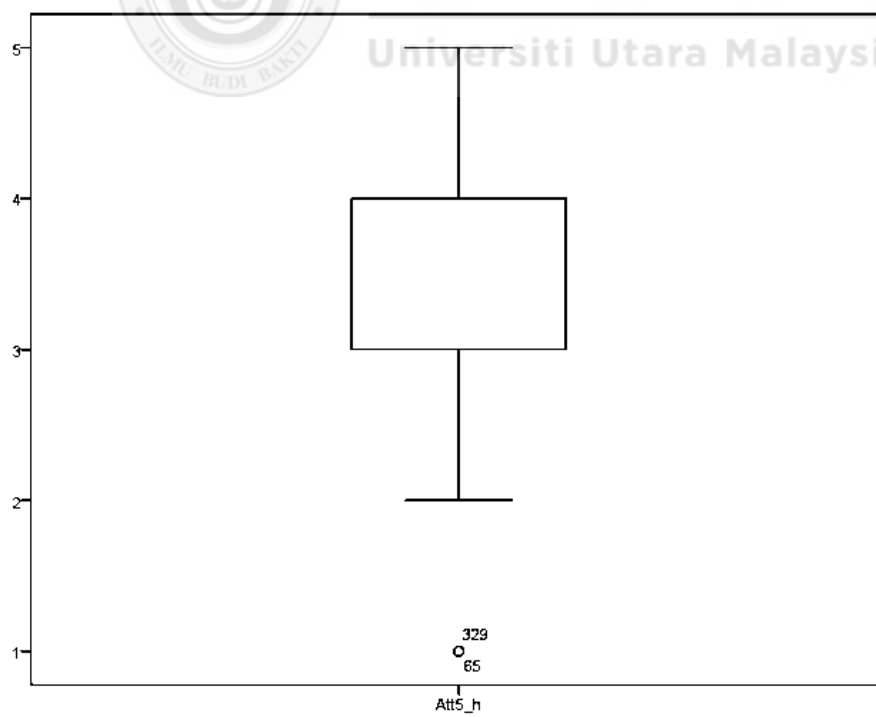
Indicator Variable: Att2_h



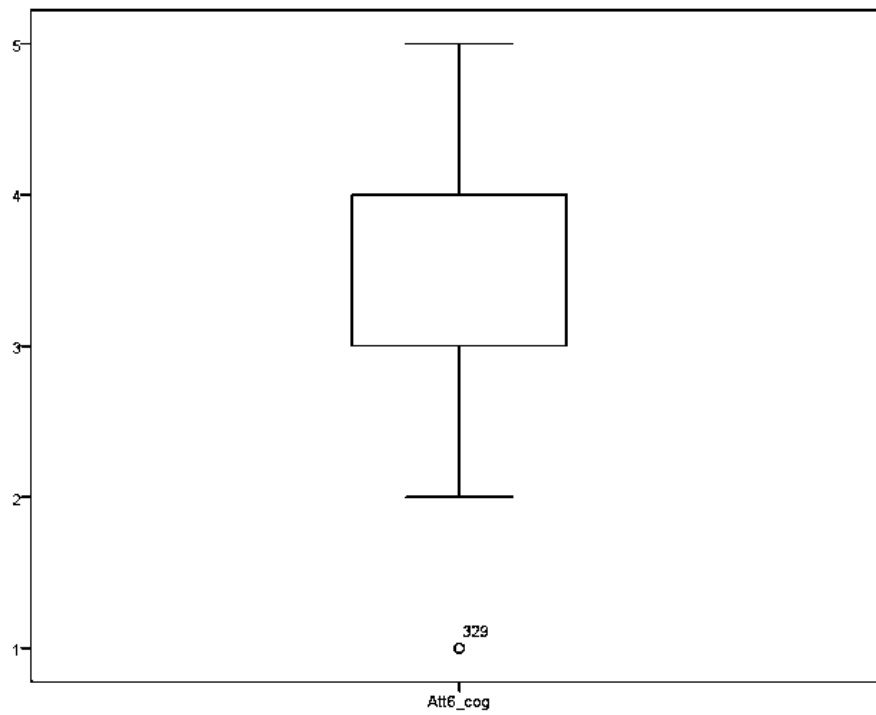
Indicator Variable: Att3_h



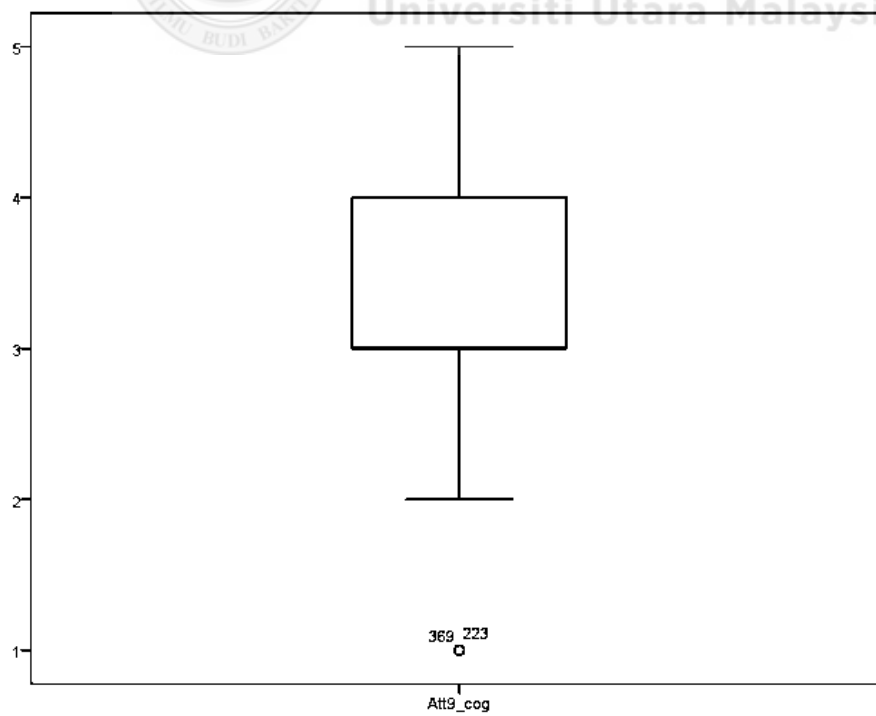
Indicator Variable: Att5_h



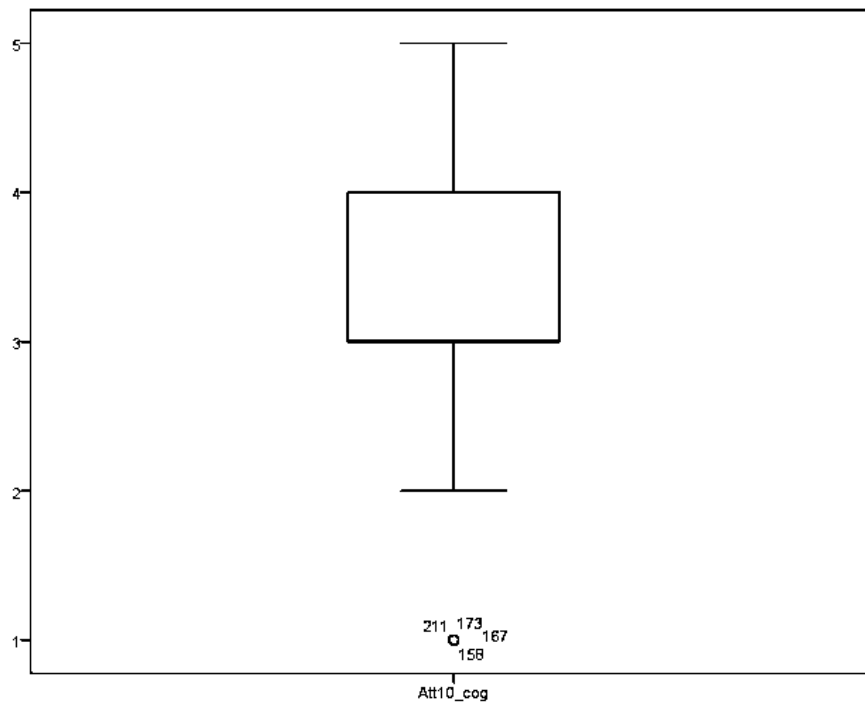
Indicator Variable: Att6_cog



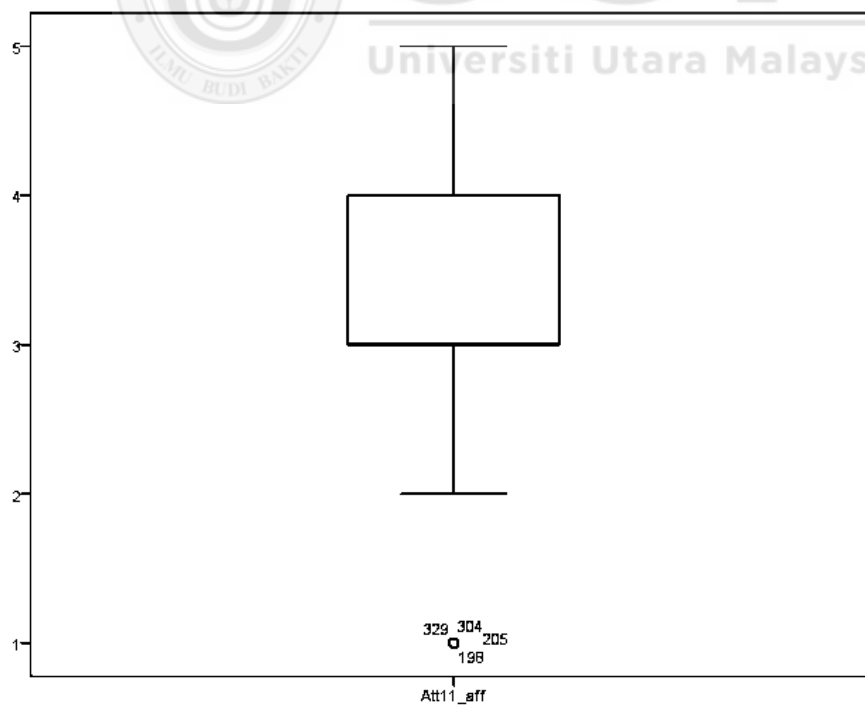
Indicator Variable: Att9_cog



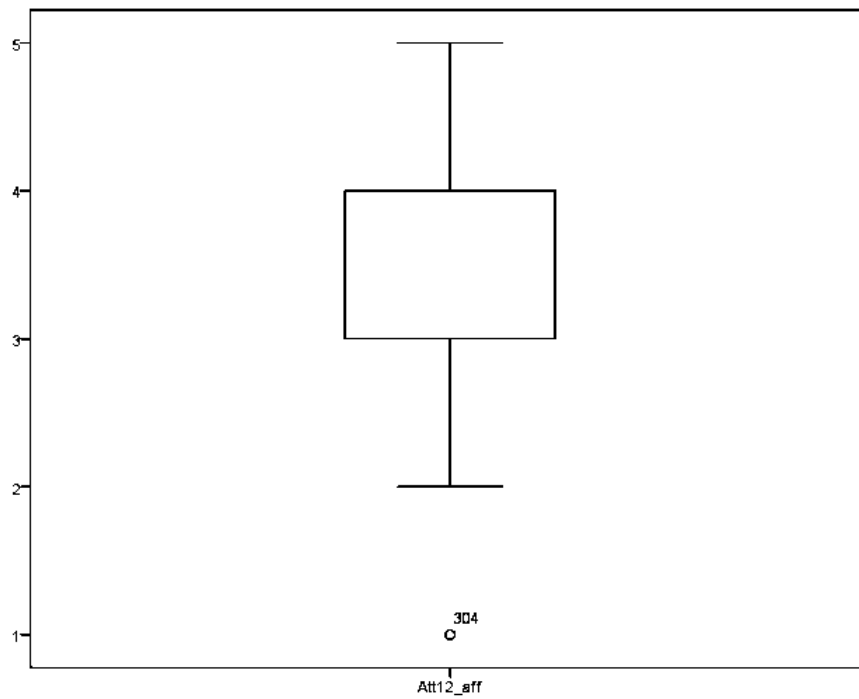
Indicator Variable: Att10_cog



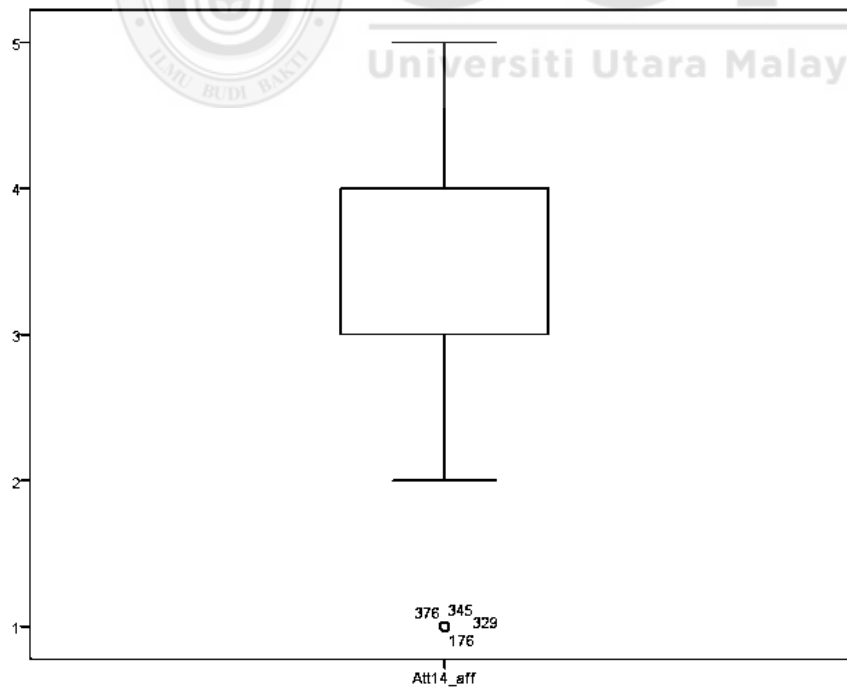
Indicator Variable: Att11_aff



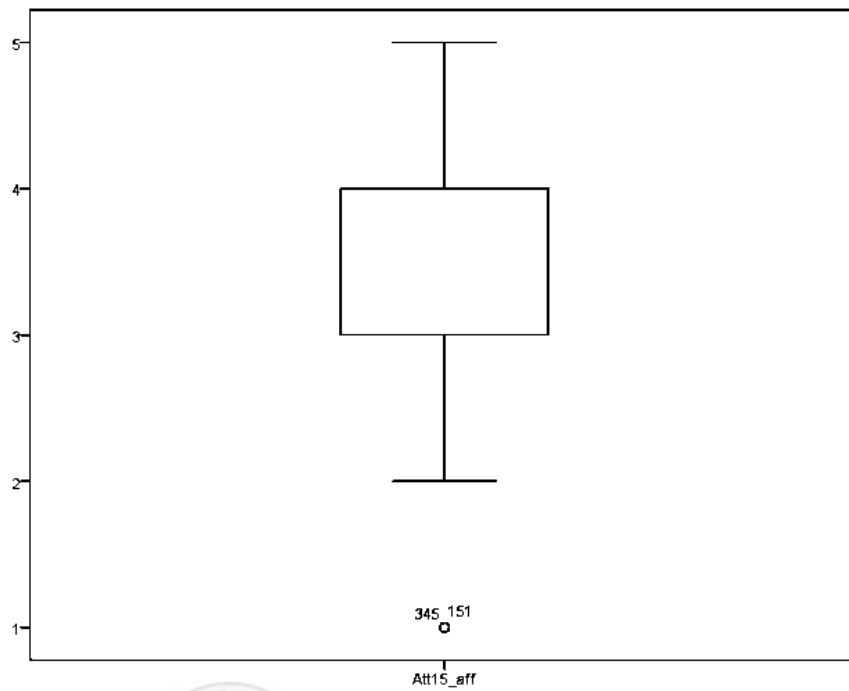
Indicator Variable: Att12_aff



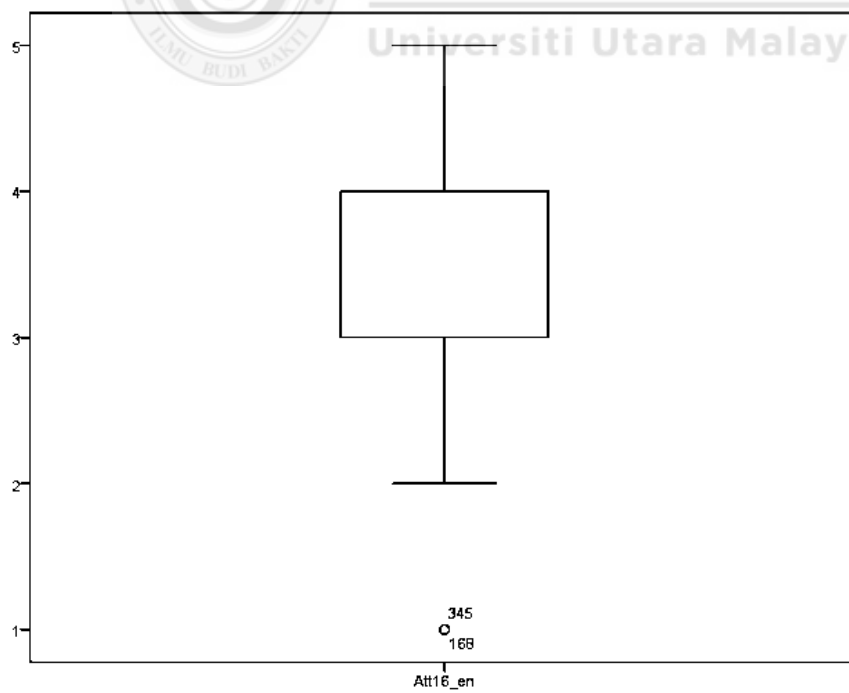
Indicator Variable: Att14_aff



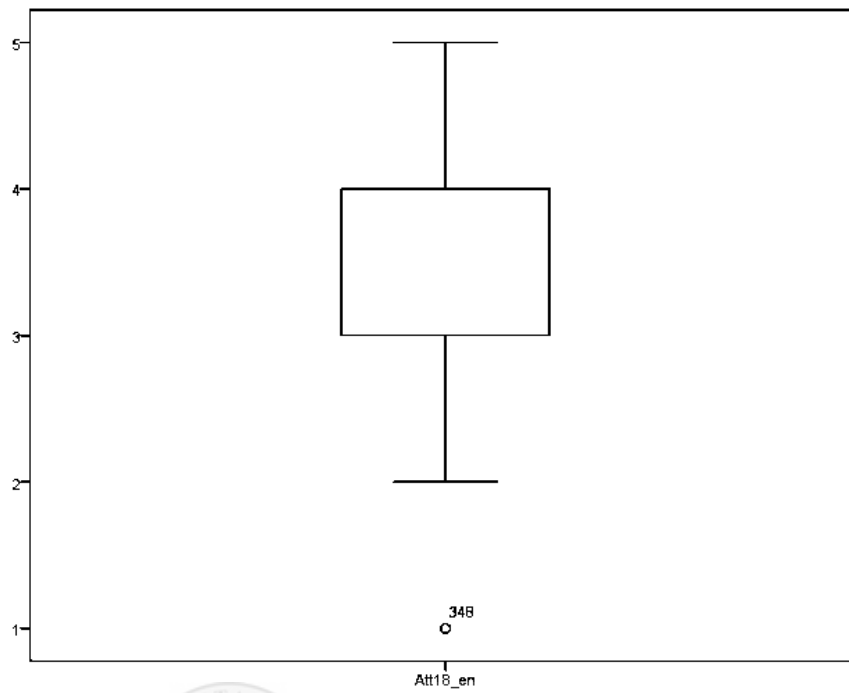
Indicator Variable: Att15_aff



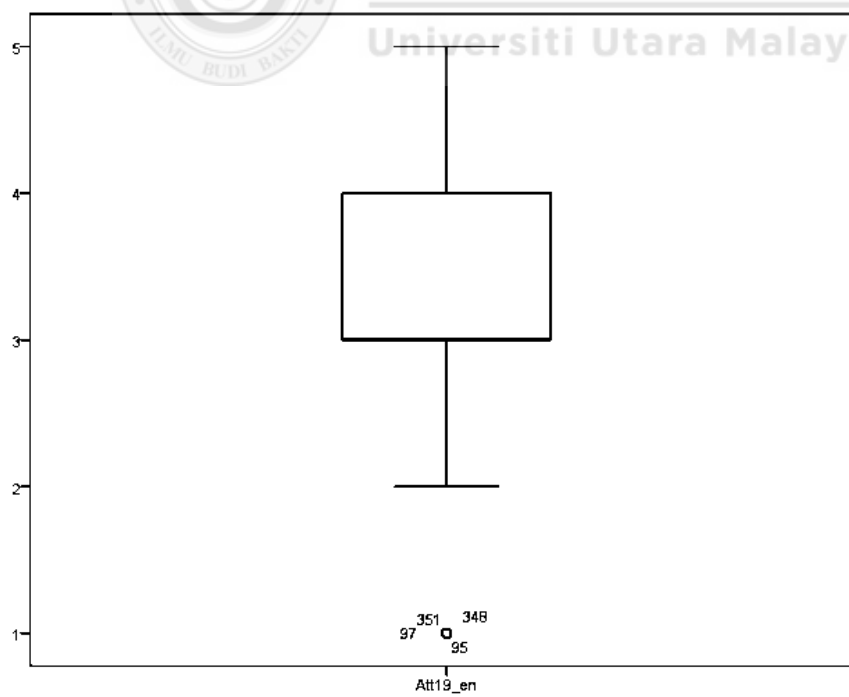
Indicator Variable: Att16_en



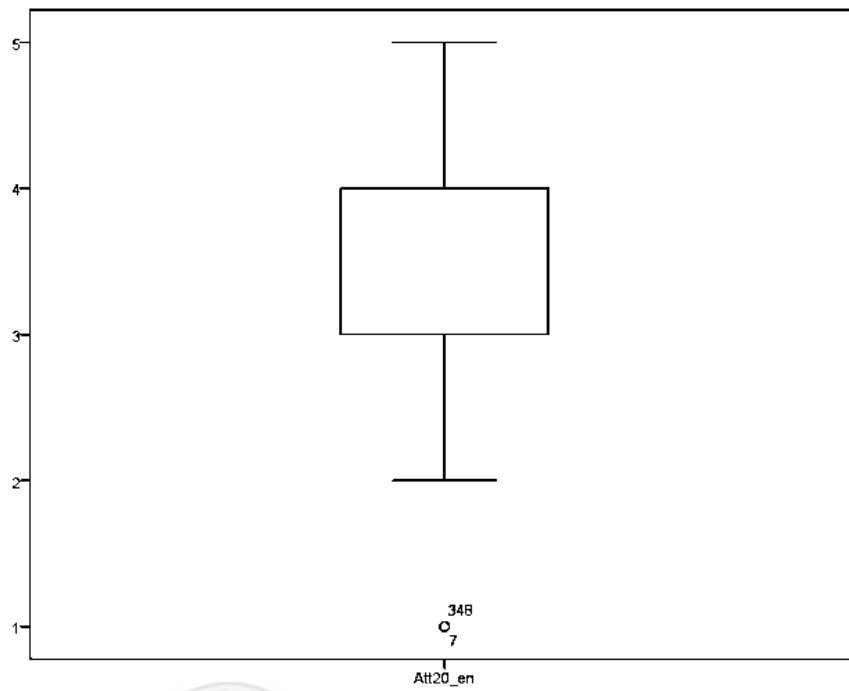
Indicator Variable: Att18_en



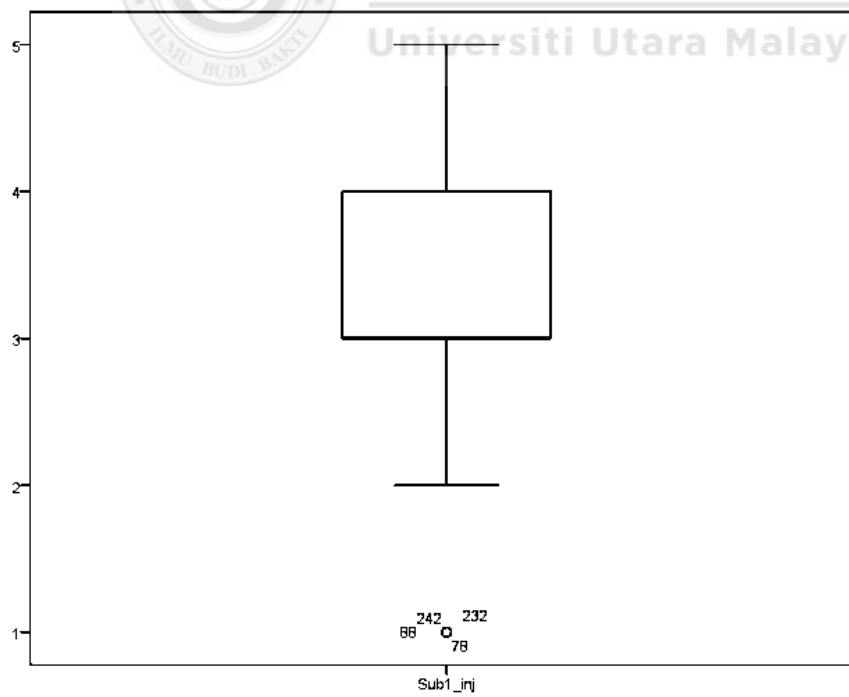
Indicator Variable: Att19_en



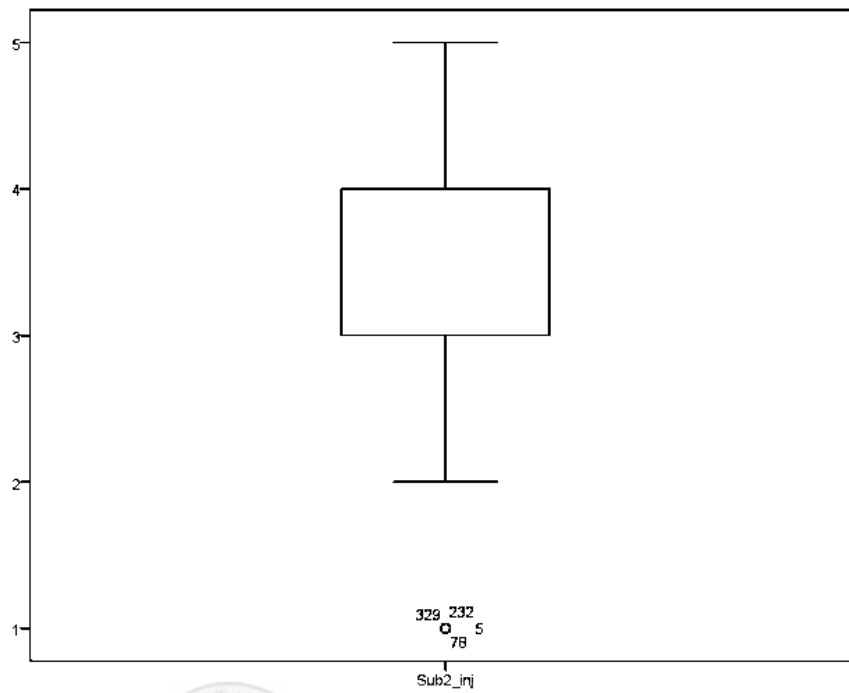
Indicator Variable: Att20_en



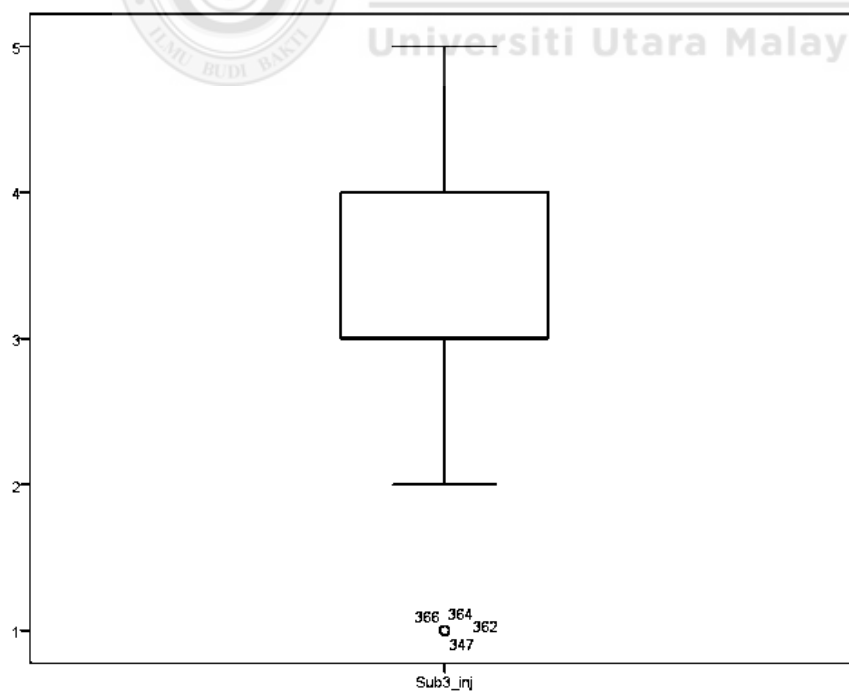
Indicator Variable: Sun1_inj



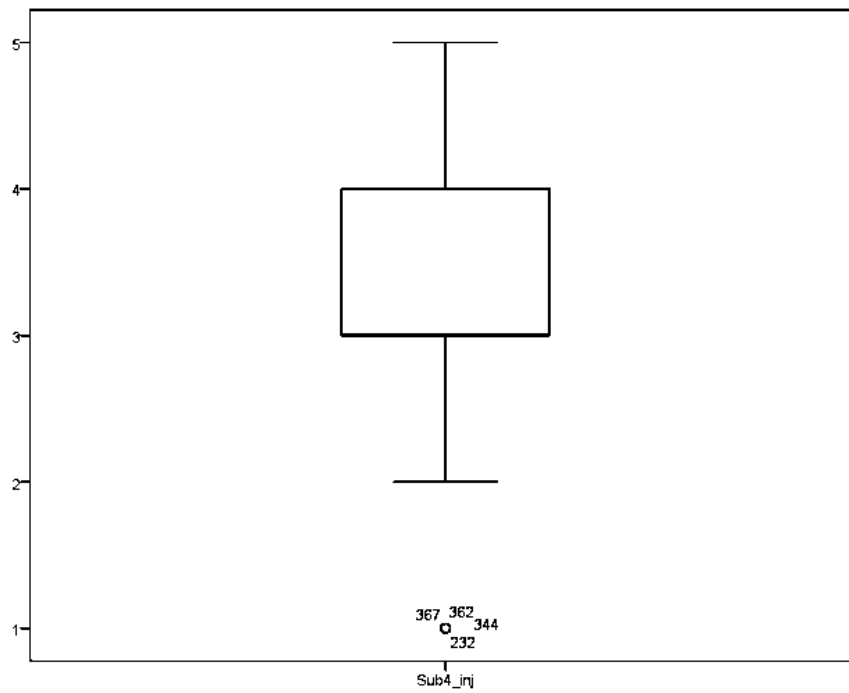
Indicator variable: Sub2_inj



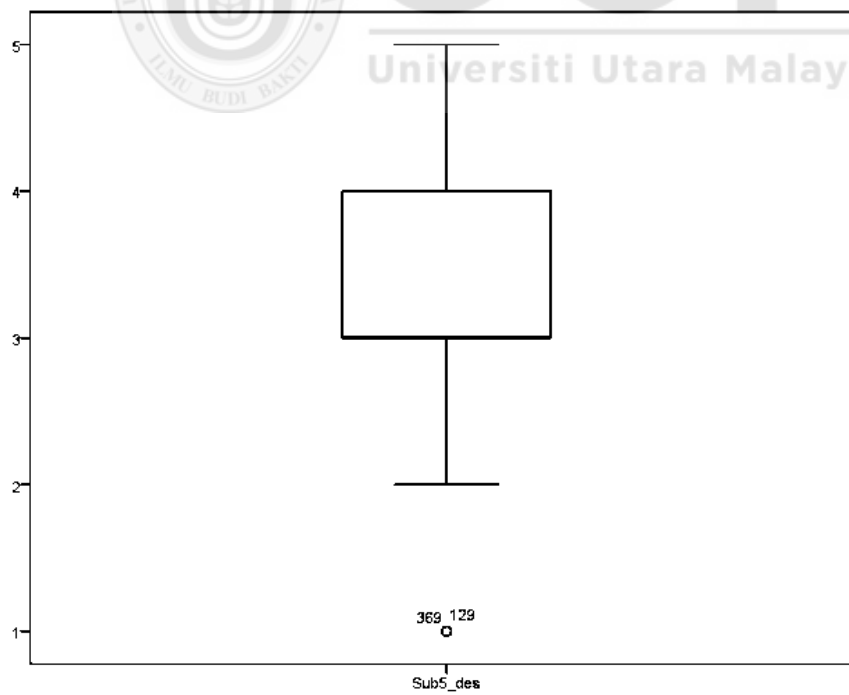
Indicator variable: Sub3_inj



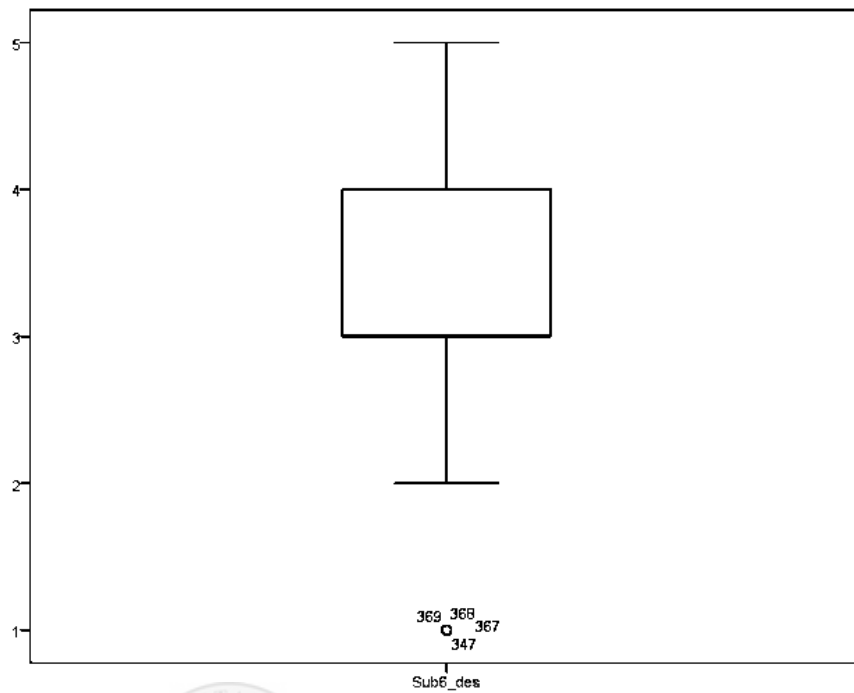
Indicator variable: Sub4_inj



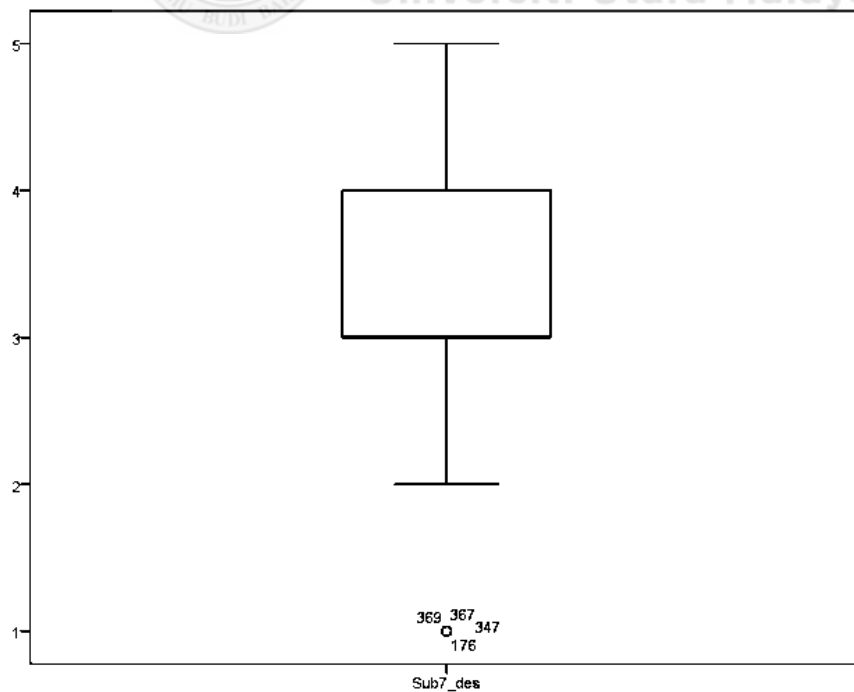
Indicator variable: Sub5_des



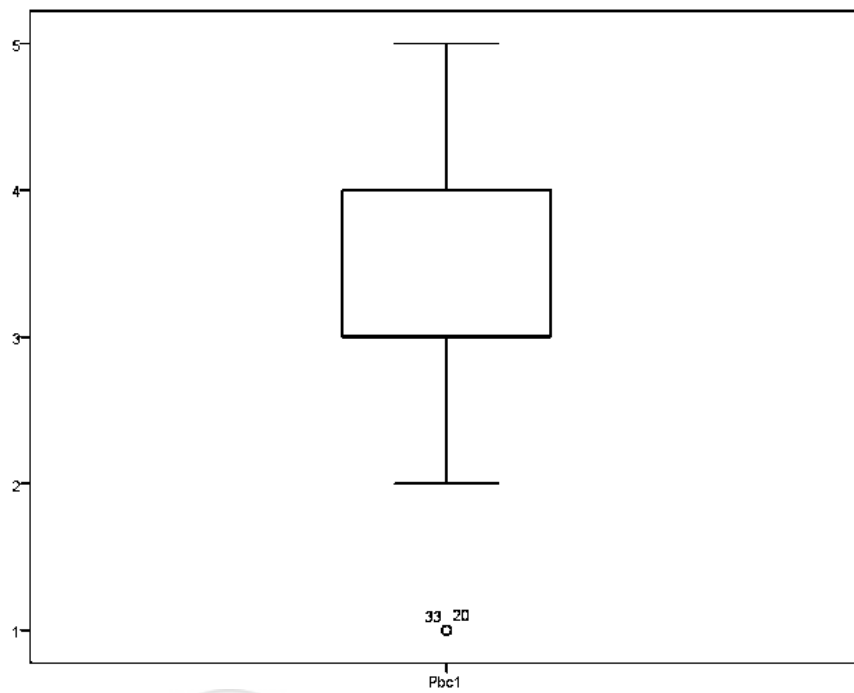
Indicator variable: Sub6_des



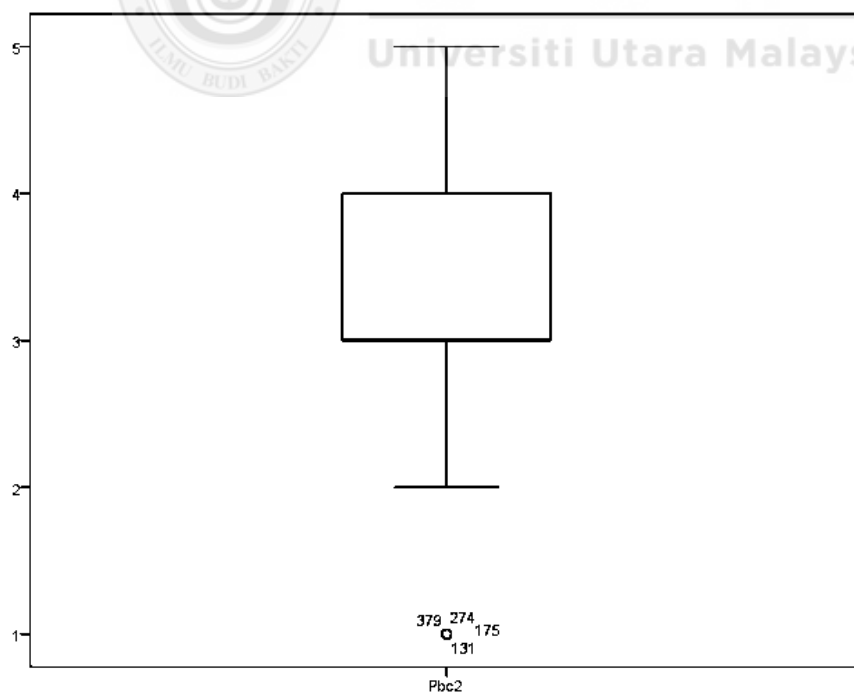
Indicator variable: Sub7_des



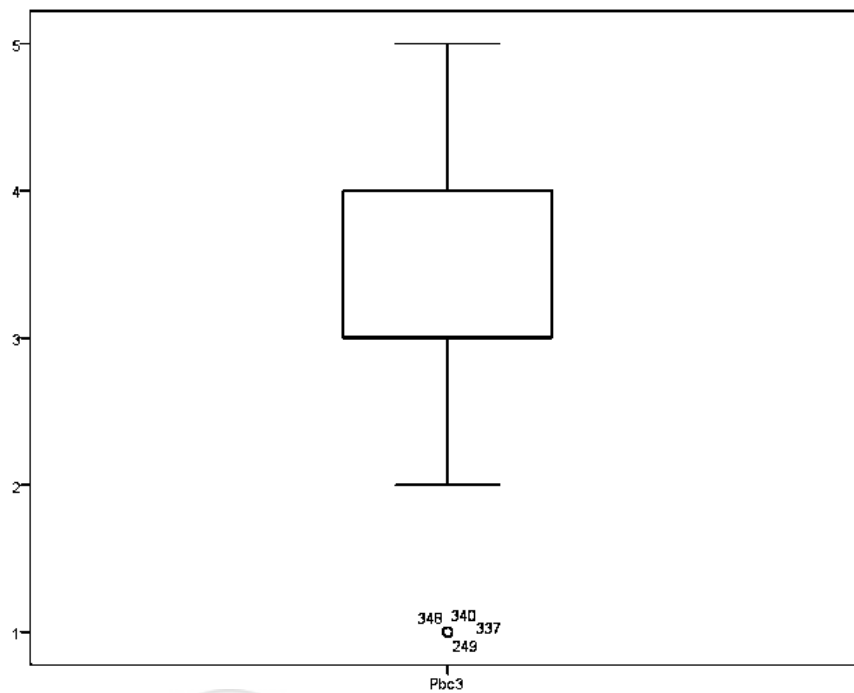
Indicator variable: Pbc1



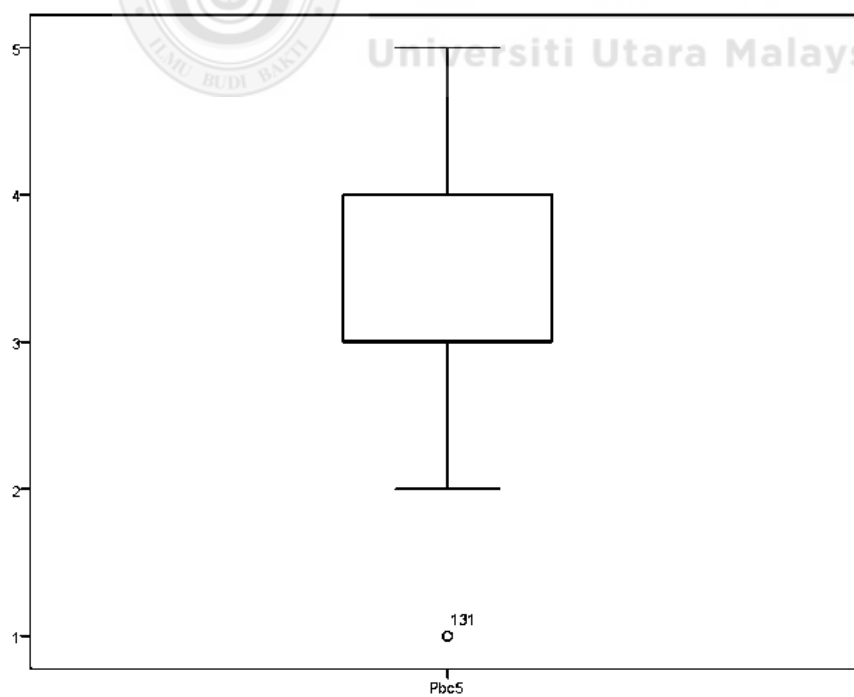
Indicator variable: Pbc2



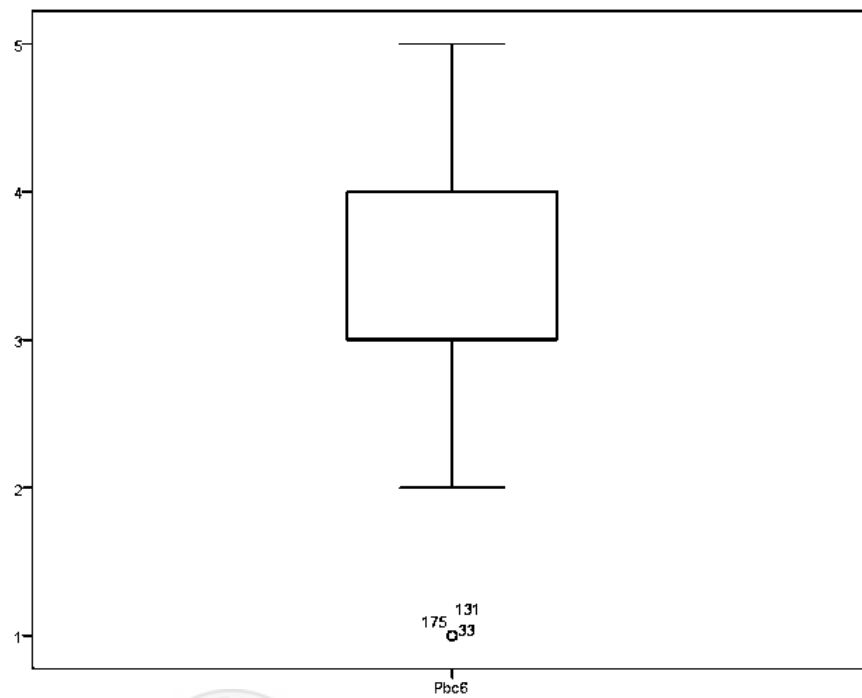
Indicator variable: Pbc3



Indicator variable: Pbc5



Indicator variable: Pbc6



APPENDIX G: Multivariate Outlier Identification

Serial ID*	Att	Sub.Norm	PBC	Intention	D ²	p**
329	1.70	2.00	3.83	3.00	19.7184	0.0002
88	3.20	2.38	4.83	3.50	13.1334	0.0044
242	2.60	2.00	4.33	4.50	13.0541	0.0045
353	4.50	2.25	2.67	3.83	12.7887	0.0051
375	4.20	4.75	4.83	4.83	12.7367	0.0052
368	4.35	2.13	2.67	4.33	12.0264	0.0073
345	2.05	2.63	3.33	2.00	10.9460	0.0120
303	3.45	2.75	4.83	3.83	10.8400	0.0126
362	3.60	1.63	3.17	3.67	10.6175	0.0140
140	3.00	3.00	4.83	3.50	10.5622	0.0143

*Only first ten cases are shown, sorted by p-values in ascending order.

**Critical p-value < 0.001 (Kline, 2011).

APPENDIX H: Univariate Normality Tests

Tests of Normality						
Indicators	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.*
Beh1	.271	416	.000	.808	416	.000
Beh2	.188	416	.000	.911	416	.000
Beh3	.189	416	.000	.908	416	.000
Beh4	.220	416	.000	.858	416	.000
Beh5	.184	416	.000	.911	416	.000
Beh6	.171	416	.000	.899	416	.000
Int1	.227	416	.000	.864	416	.000
Int2	.221	416	.000	.881	416	.000
Int3	.223	416	.000	.881	416	.000
Int4	.211	416	.000	.884	416	.000
Int5	.217	416	.000	.881	416	.000
Int6	.220	416	.000	.876	416	.000
Hab1	.207	416	.000	.893	416	.000
Hab2	.190	416	.000	.908	416	.000
Hab3	.206	416	.000	.904	416	.000
Hab4	.182	416	.000	.915	416	.000
Trust1	.225	416	.000	.883	416	.000
Trust2	.196	416	.000	.900	416	.000
Trust3	.212	416	.000	.894	416	.000
Trust4	.193	416	.000	.902	416	.000
Trust5	.221	416	.000	.898	416	.000
Trust6	.202	416	.000	.904	416	.000
Situ1	.184	416	.000	.909	416	.000
Situ2	.190	416	.000	.911	416	.000
Situ3	.162	416	.000	.916	416	.000
Situ4	.170	416	.000	.916	416	.000
Att1_h	.274	416	.000	.850	416	.000
Att2_h	.261	416	.000	.865	416	.000
Att3_h	.236	416	.000	.866	416	.000
Att4_h	.180	416	.000	.914	416	.000
Att5_h	.253	416	.000	.862	416	.000
Att6_cog	.236	416	.000	.864	416	.000
Att7_cog	.248	416	.000	.855	416	.000
Att8_cog	.180	416	.000	.913	416	.000
Att9_cog	.233	416	.000	.871	416	.000
Att10_cog	.201	416	.000	.903	416	.000
Att11_aff	.202	416	.000	.907	416	.000
Att12_aff	.227	416	.000	.873	416	.000

(Continuation)

Indicators	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.*
Att13_aff	.242	416	.000	.870	416	.000
Att14_aff	.210	416	.000	.900	416	.000
Att15_aff	.207	416	.000	.877	416	.000
Att16_en	.236	416	.000	.867	416	.000
Att17_en	.237	416	.000	.863	416	.000
Att18_en	.244	416	.000	.863	416	.000
Att19_en	.210	416	.000	.901	416	.000
Att20_en	.224	416	.000	.878	416	.000
Sub1_inj	.225	416	.000	.880	416	.000
Sub2_inj	.239	416	.000	.880	416	.000
Sub3_inj	.203	416	.000	.900	416	.000
Sub4_inj	.212	416	.000	.895	416	.000
Sub5_des	.217	416	.000	.885	416	.000
Sub6_des	.219	416	.000	.897	416	.000
Sub7_des	.214	416	.000	.889	416	.000
Sub8_des	.178	416	.000	.914	416	.000
Pbc1	.262	416	.000	.873	416	.000
Pbc2	.258	416	.000	.875	416	.000
Pbc3	.248	416	.000	.883	416	.000
Pbc4	.227	416	.000	.894	416	.000
Pbc5	.278	416	.000	.844	416	.000
Pbc6	.271	416	.000	.863	416	.000

a. Lilliefors Significance Correction

* Critical p-value < 0.05

APPENDIX I: Skewness and Kurtosis

Skewness and Kurtosis

		Bootstrap ^a and 95% Confidence Interval					
Indicators		Statistic	Std. Error	Bias	Std. Error	Lower	Upper
Beh1	Skewness	.681	.120	-.003	.081	.528	.831
	Kurtosis	-.741	.239	.005	.141	-.978	-.434
Beh2	Skewness	.125	.120	-.002	.067	-.007	.250
	Kurtosis	-.608	.239	.003	.099	-.790	-.407
Beh3	Skewness	.152	.120	-.003	.071	.014	.279
	Kurtosis	-.824	.239	.002	.087	-.986	-.641
Beh4	Skewness	.718	.120	-.002	.076	.578	.861
	Kurtosis	-.370	.239	.003	.166	-.650	-.033
Beh5	Skewness	-.015	.120	-.002	.078	-.166	.132
	Kurtosis	-.520	.239	.002	.096	-.695	-.316
Beh6	Skewness	-.226	.120	.002	.071	-.367	-.081
	Kurtosis	-.996	.239	.006	.078	-1.135	-.828
Int1	Skewness	-.065	.120	.002	.074	-.205	.089
	Kurtosis	-.663	.239	.003	.090	-.835	-.472
Int2	Skewness	-.258	.120	.003	.089	-.435	-.077
	Kurtosis	-.454	.239	-.004	.179	-.763	-.108
Int3	Skewness	-.264	.120	.004	.096	-.463	-.063
	Kurtosis	-.291	.239	-.007	.198	-.650	.088
Int4	Skewness	-.374	.120	.006	.089	-.557	-.177
	Kurtosis	-.311	.239	-.011	.184	-.642	.012
Int5	Skewness	-.303	.120	.005	.084	-.481	-.120
	Kurtosis	-.537	.239	-.007	.171	-.830	-.213
Int6	Skewness	-.403	.120	.003	.077	-.567	-.245
	Kurtosis	-.669	.239	.001	.156	-.926	-.352
Hab1	Skewness	.123	.120	-.001	.087	-.046	.294
	Kurtosis	-.497	.239	-.003	.119	-.715	-.269
Hab2	Skewness	.154	.120	-.001	.077	.003	.300
	Kurtosis	-.400	.239	.002	.111	-.602	-.175
Hab3	Skewness	-.054	.120	-.002	.076	-.194	.085
	Kurtosis	-.629	.239	.001	.103	-.819	-.413
Hab4	Skewness	.091	.120	-.002	.070	-.044	.222
	Kurtosis	-.583	.239	.002	.096	-.755	-.385
Trust1	Skewness	.146	.120	-.005	.101	-.056	.331
	Kurtosis	-.109	.239	-.009	.174	-.430	.206
Trust2	Skewness	.187	.120	-.004	.083	.025	.339
	Kurtosis	-.403	.239	-.002	.133	-.644	-.147
Trust3	Skewness	.251	.120	-.004	.087	.086	.410
	Kurtosis	-.293	.239	-.005	.158	-.570	-.003
Trust4	Skewness	.374	.120	-.002	.069	.239	.504
	Kurtosis	-.395	.239	.002	.125	-.627	-.137
Trust5	Skewness	.258	.120	-.003	.083	.099	.410
	Kurtosis	-.435	.239	-.006	.127	-.656	-.198
Trust6	Skewness	.166	.120	-.005	.079	.013	.310
	Kurtosis	-.355	.239	-.002	.123	-.581	-.116
Situ1	Skewness	-.102	.120	.000	.079	-.255	.056
	Kurtosis	-.538	.239	.001	.095	-.702	-.344
Situ2	Skewness	-.213	.120	.000	.067	-.349	-.079
	Kurtosis	-.830	.239	.004	.085	-.985	-.648

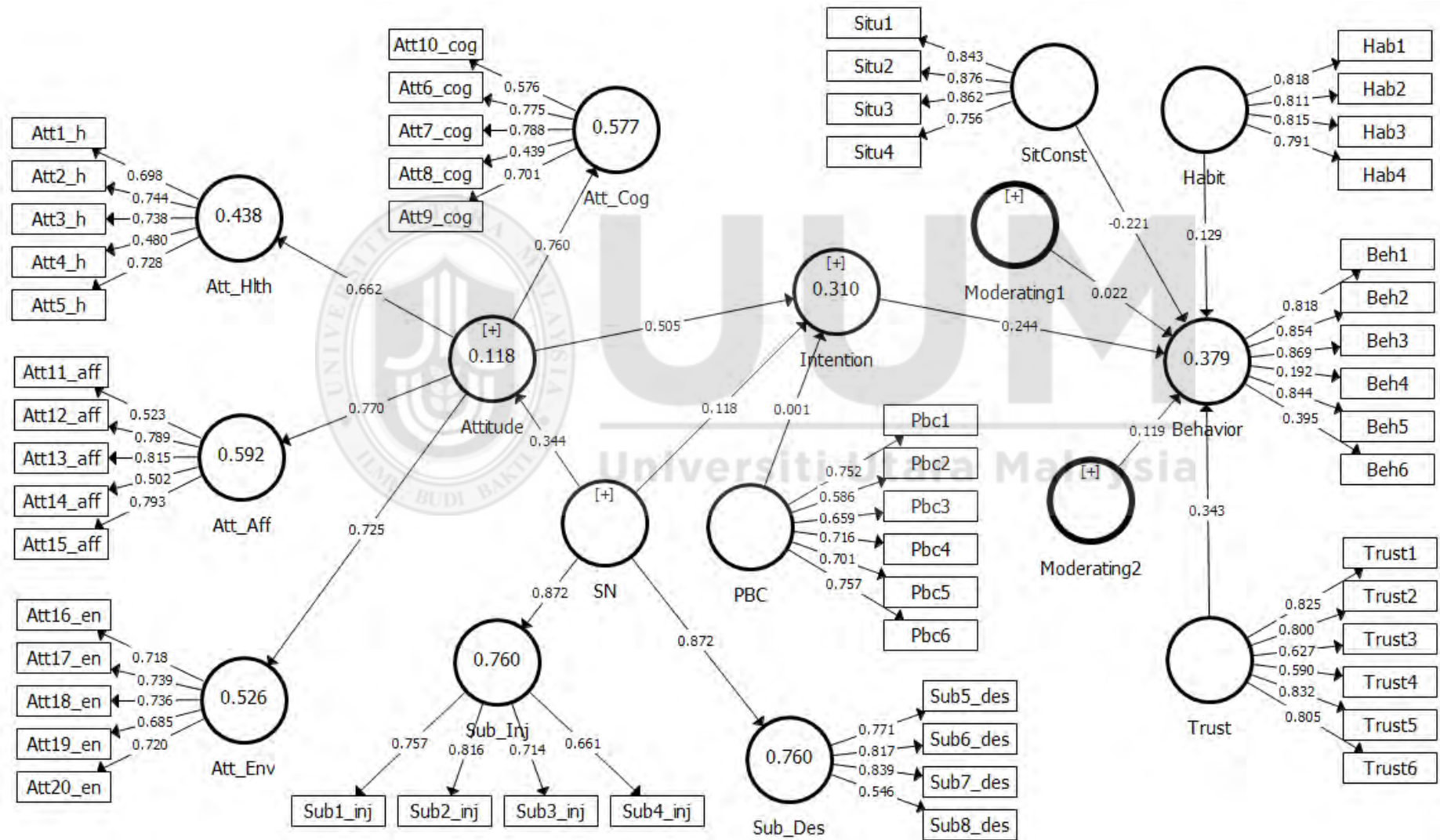
(Continuation)		Bootstrap ^a and 95% Confidence Interval					
Indicators		Statistic	Std. Error	Bias	Std. Error	Lower	Upper
Situ3	Skewness	.019	.120	-.001	.067	-.108	.150
	Kurtosis	-.836	.239	.007	.074	-.981	-.660
Situ4	Skewness	-.103	.120	-.002	.067	-.233	.019
	Kurtosis	-.789	.239	.006	.080	-.940	-.610
Att1_h	Skewness	-.157	.120	.002	.083	-.321	.014
	Kurtosis	-.291	.239	-.002	.094	-.465	-.108
Att2_h	Skewness	-.198	.120	.001	.090	-.381	-.014
	Kurtosis	-.258	.239	-.004	.164	-.503	.044
Att3_h	Skewness	-.132	.120	.004	.107	-.351	.085
	Kurtosis	-.225	.239	-.013	.226	-.606	.188
Att4_h	Skewness	-.161	.120	-.001	.069	-.298	-.031
	Kurtosis	-.724	.239	.002	.086	-.879	-.543
Att5_h	Skewness	-.140	.120	.002	.099	-.344	.061
	Kurtosis	-.259	.239	-.011	.192	-.535	.071
Att6_cog	Skewness	-.016	.120	-.001	.075	-.163	.123
	Kurtosis	-.474	.239	.003	.074	-.624	-.324
Att7_cog	Skewness	-.027	.120	.001	.082	-.187	.138
	Kurtosis	-.376	.239	-.002	.067	-.512	-.253
Att8_cog	Skewness	-.196	.120	-.002	.069	-.328	-.065
	Kurtosis	-.620	.239	.006	.097	-.793	-.401
Att9_cog	Skewness	-.071	.120	.003	.097	-.274	.132
	Kurtosis	-.232	.239	-.009	.163	-.490	.056
Att10_cog	Skewness	-.272	.120	.003	.079	-.426	-.112
	Kurtosis	-.390	.239	-.002	.129	-.625	-.140
Att11_aff	Skewness	-.250	.120	.002	.073	-.394	-.097
	Kurtosis	-.606	.239	.000	.108	-.791	-.396
Att12_aff	Skewness	-.270	.120	.003	.078	-.431	-.107
	Kurtosis	-.591	.239	-.004	.154	-.826	-.297
Att13_aff	Skewness	-.275	.120	.000	.065	-.398	-.149
	Kurtosis	-.647	.239	.007	.098	-.827	-.431
Att14_aff	Skewness	-.321	.120	.003	.073	-.464	-.172
	Kurtosis	-.738	.239	.000	.111	-.930	-.512
Att15_aff	Skewness	-.187	.120	.002	.086	-.352	-.014
	Kurtosis	-.597	.239	-.004	.166	-.876	-.275
Att16_en	Skewness	-.056	.120	.001	.104	-.259	.144
	Kurtosis	-.188	.239	-.008	.185	-.490	.153
Att17_en	Skewness	.046	.120	.000	.075	-.103	.196
	Kurtosis	-.526	.239	.000	.077	-.679	-.376
Att18_en	Skewness	.020	.120	.001	.094	-.168	.209
	Kurtosis	-.297	.239	-.001	.154	-.521	-.005
Att19_en	Skewness	-.339	.120	.002	.079	-.498	-.173
	Kurtosis	-.267	.239	.001	.133	-.503	-.004
Att20_en	Skewness	-.077	.120	.002	.089	-.260	.104
	Kurtosis	-.354	.239	-.004	.154	-.605	-.064
Sub1_inj	Skewness	-.152	.120	.002	.096	-.348	.042
	Kurtosis	-.202	.239	-.006	.166	-.492	.115
Sub2_inj	Skewness	-.197	.120	.001	.090	-.379	-.018
	Kurtosis	-.325	.239	-.001	.162	-.599	-.017
Sub3_inj	Skewness	-.215	.120	.001	.085	-.386	-.045
	Kurtosis	-.334	.239	-.001	.131	-.560	-.073
Sub4_inj	Skewness	-.115	.120	.002	.085	-.286	.061
	Kurtosis	-.345	.239	-.003	.141	-.602	-.078

(Continuation)		Bootstrap ^a and 95% Confidence Interval					
Indicators		Statistic	Std. Error	Bias	Std. Error	Lower	Upper
Sub5_des	Skewness	-.054	.120	.002	.084	-.225	.116
	Kurtosis	-.449	.239	-.001	.132	-.674	-.187
Sub6_des	Skewness	-.064	.120	.002	.086	-.232	.107
	Kurtosis	-.392	.239	-.001	.137	-.638	-.121
Sub7_des	Skewness	-.091	.120	.004	.085	-.267	.086
	Kurtosis	-.420	.239	-.004	.144	-.671	-.151
Sub8_des	Skewness	-.145	.120	.003	.072	-.289	.005
	Kurtosis	-.623	.239	-.002	.095	-.787	-.442
Pbc1	Skewness	.243	.120	-.002	.085	.081	.402
	Kurtosis	-.261	.239	-.002	.144	-.511	.018
Pbc2	Skewness	.032	.120	.002	.102	-.168	.237
	Kurtosis	.018	.239	-.006	.165	-.273	.322
Pbc3	Skewness	.155	.120	.000	.094	-.035	.336
	Kurtosis	-.164	.239	-.003	.145	-.423	.119
Pbc4	Skewness	.142	.120	-.001	.087	-.036	.312
	Kurtosis	-.303	.239	-.001	.125	-.527	-.072
Pbc5	Skewness	.188	.120	-.001	.092	.000	.361
	Kurtosis	-.222	.239	-.005	.182	-.547	.127
Pbc6	Skewness	.111	.120	-.001	.102	-.096	.302
	Kurtosis	-.093	.239	-.006	.170	-.391	.227

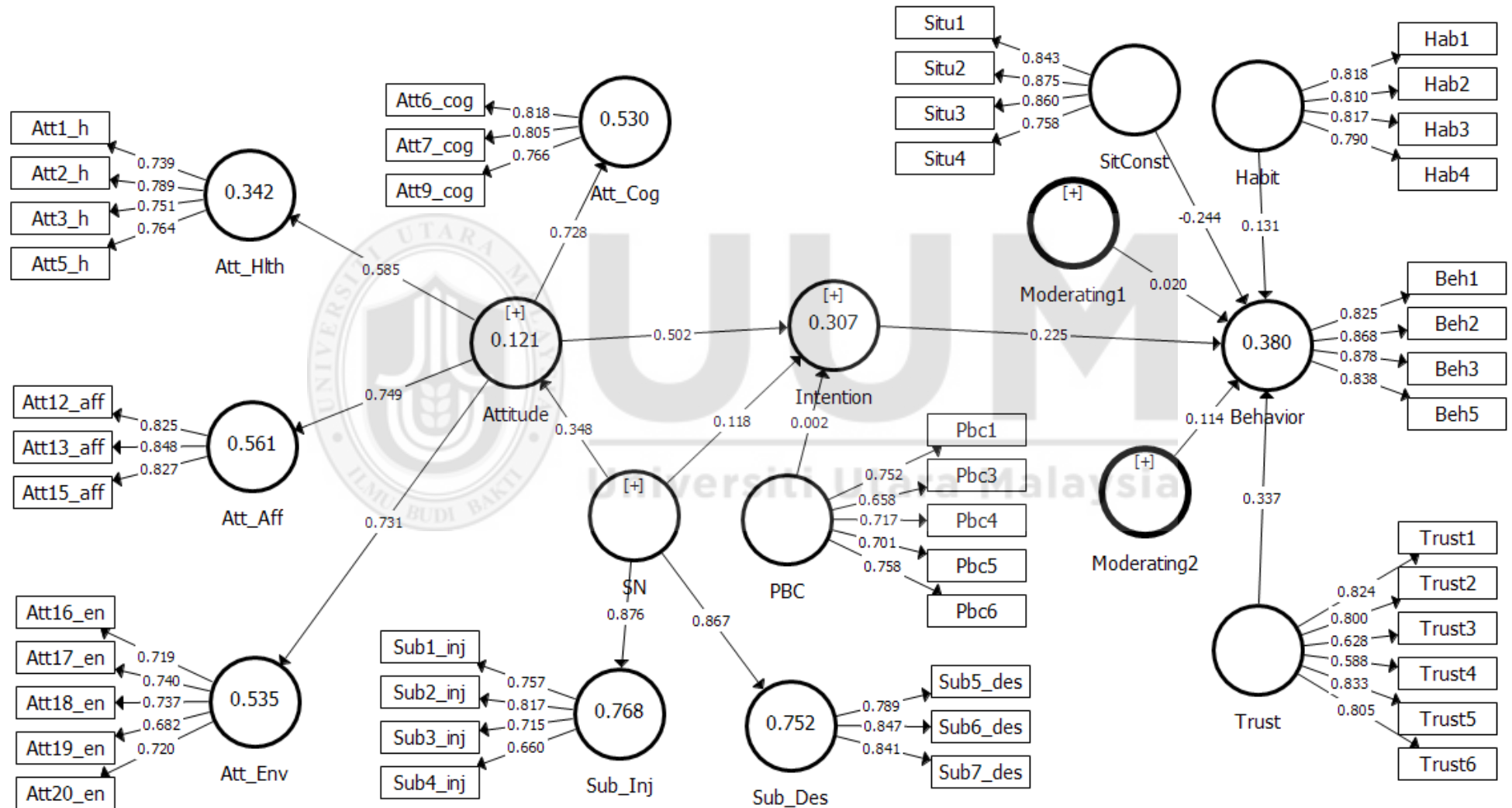
a. Unless otherwise noted, bootstrap results are based on 5000 bootstrap samples



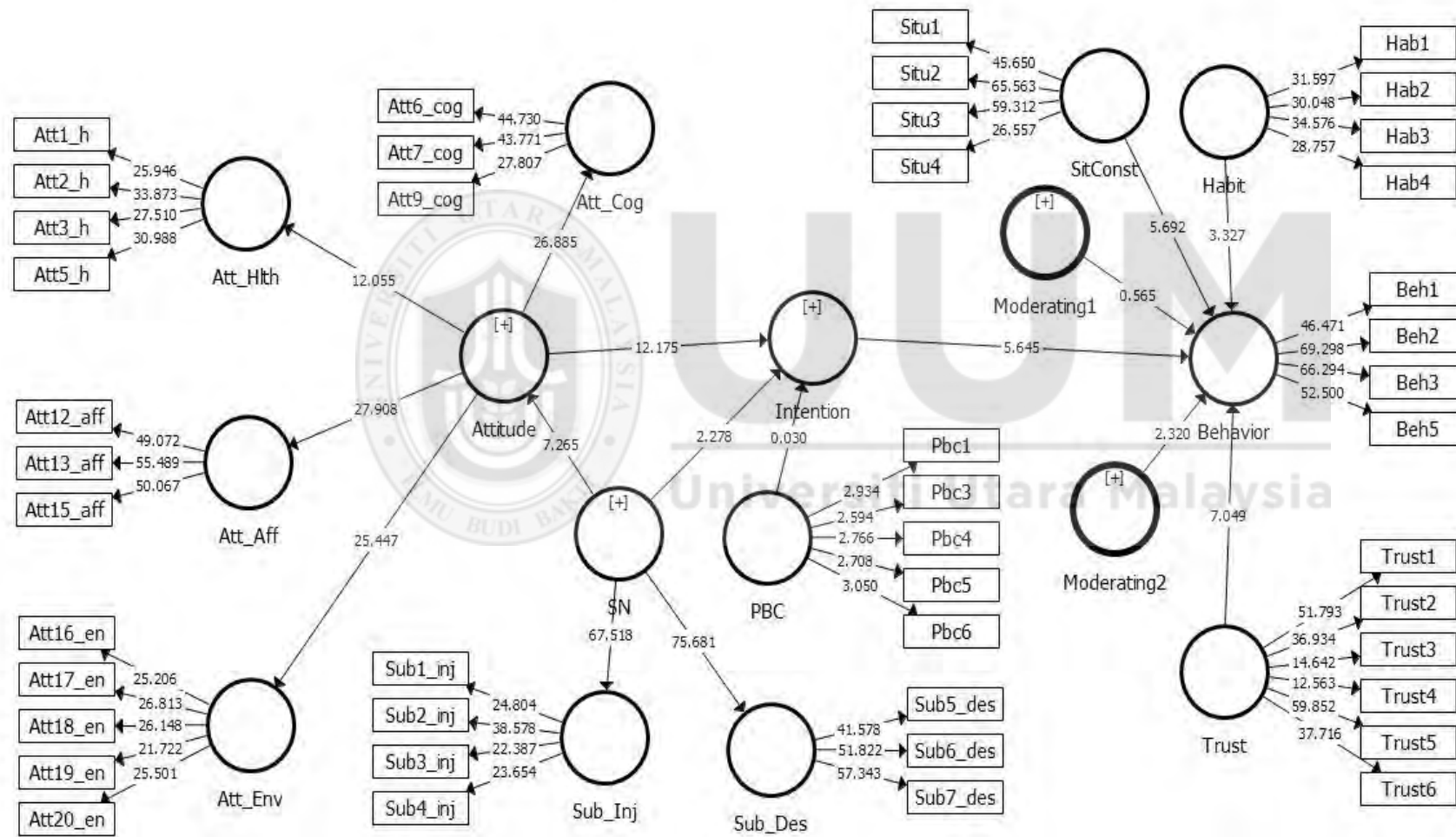
APPENDIX J: Model Specification and First-run of PLS Algorithm



APPENDIX K: Final Model after Conducting CFA



APPENDIX L: Final Model Showing Bootstrap Results



APPENDIX M: Stone-Geissure Predictive Validity

Constructs	Cross-validated Redundancy	Cross-validated Communality
Att_Aff	0.386	0.430
Att_Cog	0.330	0.351
Att_Env	0.268	0.284
Att_Hlth	0.193	0.176
Attitude	0.029	0.019
Behavior	0.269	0.294
Intention	0.149	0.115
Sub_Des	0.508	0.563
Sub_Inj	0.403	0.408

